

## **Historic, Archive Document**

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There are hundreds of good reasons for shopping at Paul J. Howard's  
California Flowerland

62.09

✓ **CAMELLIAS**

✓ trellises

✓ vegetable seeds

✓ **GIFTWARE**

✓ garden sandals

✓ step ladders

✓ fertilizers

✓ pottery

✓ garden hats

✓ **FUCHSIAS**

✓ old fruit prints

✓ shade trees

✓ barbecue togs

✓ insecticides

✓ **IMPORTED ANTIQUES**

✓ garden stakes

✓ bedding plants

✓ perfumes

✓ flowering bulbs

✓ ornamental shrubs

✓ garden tools

✓ barbecue tables and grills

✓ soil test kits

✓ **ARTWARE**

✓ fruit trees

✓ kitchen herb kits

✓ **GARDEN FURNITURE**

✓ porch and sunroom furniture

✓ potted plants

✓ garden orchids

✓ garden hose

✓ **ROSES**

✓ fresh vegetables daily

✓ azaleas

✓ shears

✓ flower seeds



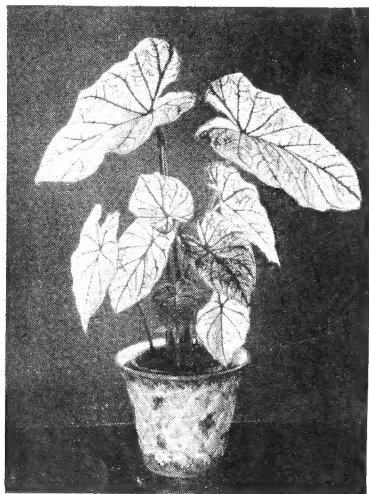


# CALIFORNIA FLOWERLAND is CALIFORNIA GIFTLAND

In few other places can one find the selection of artware that has been assembled in the lovely showroom at California Flowerland. From ordinary jardinières for your house and patio plants, to imported porcelain and glassware, so exquisite as to be museum pieces, our stock offers gifts to suit any taste. We are proud of the acclaim our gift section has aroused, for we feel it justly deserved. A visit to our unique and truly beautiful shop will explain the reason to you far more clearly than words would ever describe.

PETER HUNT HAND-PAINTED FURNITURE in gay French Provincial designs for sunroom, patio or breakfast room. We have a number of distinctive small pieces—Trays, Muffin Stands, etc., as well as Tables, Chairs, Seats and Desks.

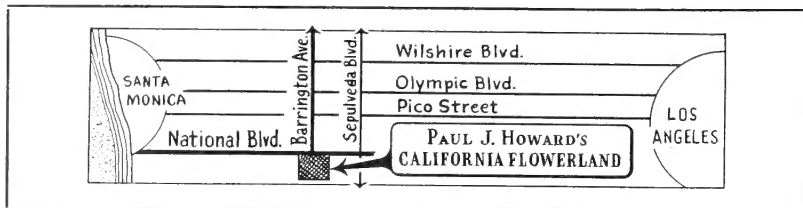
THE FANCY LEAVED CALADIUM is one of the striking house plants to be found in our beautiful store. Available in pots throughout the year—\$1.50 to \$5.00.



HERE, TOO, is our complete Seed Department where we packet our own fresh seed of finest strains as demonstrated in our grand display gardens.

GARDEN ORNAMENTS and Equipment, Bells, Garden Gloves, Tools, Insecticides and Fertilizers and Books on Gardening are a part of the complete Garden Merchandise to be had at PAUL J. HOWARD'S CALIFORNIA FLOWERLAND.

GARDEN FURNITURE designed for outdoor living is styled in wrought iron, reed and cypress. You will also find Plant Stands, Tables, and Brackets,—and, of course, a most complete selection of potted plants to go with them.



**PAUL J. HOWARD'S CALIFORNIA FLOWERLAND**  
**11700 National Boulevard • Los Angeles 34, Calif.**

TELEPHONES: ASHLEY 4-2951

• ARIZONA 3-1171

• SANTA MONICA 4-2755



RECEIVED

FEB 19 1945

U S Department of Agriculture

# ORDER SHEET

Order Number

# PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

**11700 NATIONAL BLVD., LOS ANGELES, CALIF.**

**TELEPHONES:** Los Angeles—ASHley 4-2951

**West Los Angeles—ARizona 3-1171 - Santa Monica—4-2755**

**Amount Enclosed**

Date....., 194.....

SOLD TO

**Ship By**

P. O. ADDRESS

CITY

STATE

Please Write or Print Plainly

**Note:** Above not to be filled in by customer.

SHIP TO

ADDRESS

Please Fill in if Shipping Address is Different From Mail Address

IF VARIETY ORDERED IS OUT OF STOCK, MAY WE SEND SUBSTITUTE?..

[illegible]

Customers not having established charge account should send remittance with order. We do not ship plants C.O.D.

All goods travel at purchaser's risk and at purchaser's expense, unless otherwise listed.

### Check Addition Carefully

**ALL PRICES IN THIS CATALOG SUBJECT TO CHANGE WITHOUT NOTICE**

## PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

[illegible]

## MESSAGE

**Compute California  
State Sales Tax  
as follows:**

1c	to	14c	no tax
14c	to	59c	1c
60c	to	99c	2c
\$1.00	to	\$1.39	3c
1.40	to	1.79	4c
1.80	to	2.19	5c
2.20	to	2.59	6c
2.60	to	2.99	7c
3.00	to	3.39	8c
3.40	to	3.79	9c
3.80	to	4.19	10c
4.20	to	4.59	11c
4.60	to	4.99	12c
5.00	to	5.39	13c
5.40	to	5.79	14c
5.80	to	6.19	15c
6.20	to	6.59	16c
6.60	to	6.99	17c
7.00	to	7.39	18c
7.40	to	7.79	19c
7.80	to	8.19	20c
8.20	to	8.59	21c
8.60	to	8.99	22c
9.00	to	9.39	23c
9.40	to	9.79	24c
9.80	to	10.10	25c

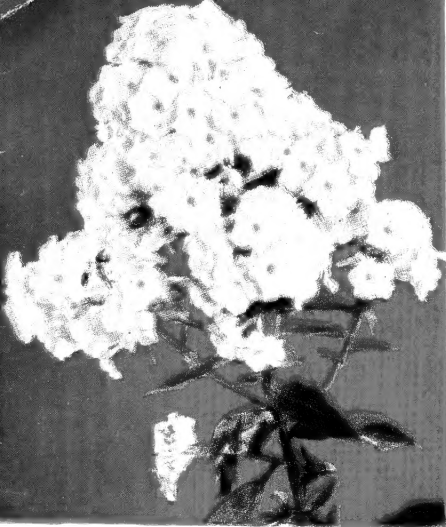
**Add 1c tax for each 40c purchase.**

**Additional Order Blanks furnished on request.**

**NON WARRANTY:**

We give no warranty expressed or implied as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be refunded.

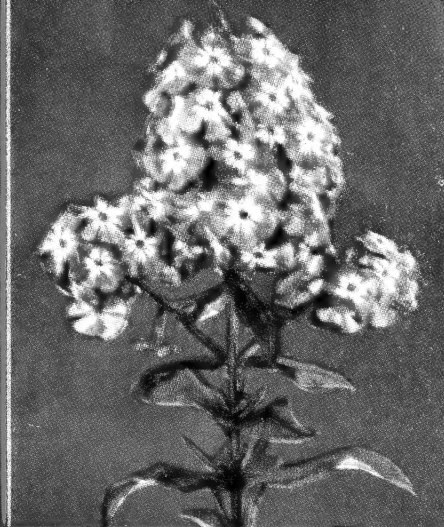
**PAUL J. HOWARD'S CALIFORNIA FLOWERLAND.**



MRS. JENKINS



PROFESSOR SCHLIEMANN



WIDAR



COUNT ZEPPELIN

## California Flowerland

# Hardy Perennial Phlox

For enchanting fragrance and bright lasting color in the garden, nothing surpasses Phlox. Blooming as they do from early summer until fall, these hardy perennials bring lasting beauty and joy to the lover of color gardens. Phlox are striking in masses, especially against a shrubby background or in the open, surrounded by a green lawn. A few dozen Phlox planted in a well prepared bed will be a delight to anyone.

Phlox becomes more beautiful year after year, as the roots become established, forming large clumps. They are considered essential in beautiful gardens throughout the world, and should be increasingly used in California, where they do well in sun or partial shade. While Phlox thrives in any good garden soil, the plants respond immediately to good treatment in the way of soil deeply enriched with well rotted manure and bone meal.

**BACCHANTE.** Dark rose with carmine eye; grows two feet tall.

**COUNT ZEPPELIN.** Pure white flowers with red center. A tall striking plant with clean, neat foliage and flowers, about 30 inches tall; free flowering, one of the finest.

**FIREBRAND.** Vermilion-scarlet darker eye.

**GOLIATH.** Tall, large flowering crimson purple.

**HENRI MURGER.** Blush pink with deep rose center.

**MRS. JENKINS.** One of the oldest, and still one of the finest white varieties. Tall, with immense trusses of conical form.

**OBERGARTNER REICHENOW.** Very large bright rose flowers.

**PAINTED LADY.** Silvery pink with salmon shading, and cherry red eye. One of the loveliest for the garden and for cut flowers; extremely free flowering for a long season, and makes a grand display.

**PROF. SCHLIEMANN.** Lovely lilac rose; late flowering, splendid for shady situations.

**R. P. STRUTHERS.** Rosy carmine or watermelon red, with deep red eye. An old favorite, and still one of the best.

**SALMON GLOW.** Bright salmon pink, self color; very fine.

**SEPTEMBER GLOW.** Luminous carmine red with orange red center. Brilliant bedding and cut flower variety.

**SUNRISE.** Glowing, striking shade of red.

**THOR.** Deep salmon pink with scarlet glow, scarlet eye with lighter halo. One of the older sorts and still one of the most widely grown.

**WIDAR.** Immense two-toned lavender, striped with white.

Price: Large Clumps, each 50c, 3 for \$1.35; \$4.80 per dozen.

POSTPAID

## MARGUERITES

### Ideal Pot Plants for Porch and Garden

No plants we know bloom as much, and require so little special care, as do Marguerites. Plant them in any sunny place, as specimens, as borders along walks or drive, or as foundation plants, for clean-cut appearance.

**Boston Yellow.** Large yellow flowers.

**Flowerland White.** An especially free bloomer.

**Howard's Giant.** Very large white flowers.

Blooming Plants in 4-inch pots, each 50c.

Mail Orders filled, postpaid, with plants from slightly smaller pots.



A Potted Specimen for Your Porch. Lovely Marguerite Plant (White or Yellow) in an 8-inch handmade sandstone finished Terra Cotta pot, as illustrated.

Prepaid to your doorstep for \$2.95

In 7-inch red clay pots for \$2.50

New

Violet

Royal

Robe

Wonderful new giant flowered Violet, the flowers of which will actually cover a fifty-cent piece! It combines great length of stem and rich deep violet blue color, with strong growth and healthy foliage. The leaves are rich deep green, and the plants bloom abundantly in winter and spring when flowers are scarce. Its rich fragrance is the very essence of Violet perfume.

Price, Each 35c; 3 for \$1.00; 10 for \$3.00.

Postpaid

Page 3

NEW GIANT VIOLET  
Royal Robe





# California Flowerland **HARDY IRIS**

Collected from beautiful Iris gardens of France and America by Paul J. Howard, to enrich your garden with their orchid-like beauty.

These hardy Iris are most effective in perennial borders and in groups, where their tall, candelabra-like flowers illuminate the garden with rich and lovely colors.

**ALICE HARDING.** Beautiful soft primrose yellow, very large flowers of fine form, strong growing, free flowering. **Each 50c; 3 for \$1.25; 10 for \$3.75.**

**ANNE MARIE CAYEUX.** Beautifully blended tones of soft rosy heliotrope, greyish amber and orange, with rich iridescent cast. **Each 35c; 3 for 90c; 10 for \$2.75.**

**BENJAMINE.** Rare soft grey, falls heliotrope and gold. Very unusual. **Each 50c; 3 for \$1.25.**

**CALIFORNIA GOLD.** Rich deep yellow of dazzling beauty, tall branching stems, 3 feet. **Each 35c; 3 for 90c; 10 for \$2.75.**

**CARAVELLE.** Standards rosy white, falls lilac; a charming new tint in Iris. **Each \$1.00; 3 for \$2.00.**

**CHARMEUR.** Delicate orchid pink, a delightful new fresh color; flowers beautifully formed, effective for cutting and in the garden. Exceptionally free flowering. **Each 35c; 3 for 90c; 10 for \$2.75.**

**EASTER MORN.** Glistening pure white, lovely, tall branching stems 3½ feet. **Each 35c; 3 for 90c; 10 for \$2.75.**

Free-blooming  
**ALICE  
HARDING**



**ECLADOR.** A sensational rich deep golden yellow, from France. Flowers of great size and substance with velvety sheen. Vigorous, with heavy branched stems. **Each 75c; 3 for \$1.75.**

**EL CAPITAN.** Very fine, tall, clear light violet blue. **Each 35c; 3 for 90c; 10 for \$2.75.**

**FRANCHEVILLE.** Enormous flowers, richly colored, on tall branching stems. Standards fawn tinged lilac, falls purple, edged with lavender and brown, brown veins and orange beard. **Each 35c; 3 for 90c; 10 for \$2.75.**

**HAPPY DAYS.** Startlingly beautiful immense clear yellow. Tall branching stems, each producing seven or eight massive blooms; showy in the garden. **Each 35c; 3 for 90c; 10 for \$2.75.**

**HERMIONE.** Large flowered French variety with bronze tinted heliotrope standards, and half-spreading falls of amaranth red, tinted yellow; throat yellow and brown. **Each 50c; 3 for \$1.25.**

**GENEVIEVE SEROUGE.** Pastel tawney yellow, flushed pale blue; falls lilac and pale flax blue, edged soft yellow. Large, massive flowers on tall, branched stems. **Each 50c; 3 for \$1.25.**

**MANDARIN.** Handsome showy flowers of glowing orange yellow. **Each 75c; 3 for \$1.75.**

**MINISTRE FERNAND DAVID.** Richly colored French variety, with standards of silky reddish purple and falls a deeper, glowing red-purple. **Each 50c; 3 for \$1.25.**

**MME. LOUIS AUREAU.** One of the finest, distinct and different. Standards creamy white, stippled rosy mauve, darker at edges, and veined brown at base. Falls of same beautiful blend of color. **Each 50c; 3 for \$1.25.**

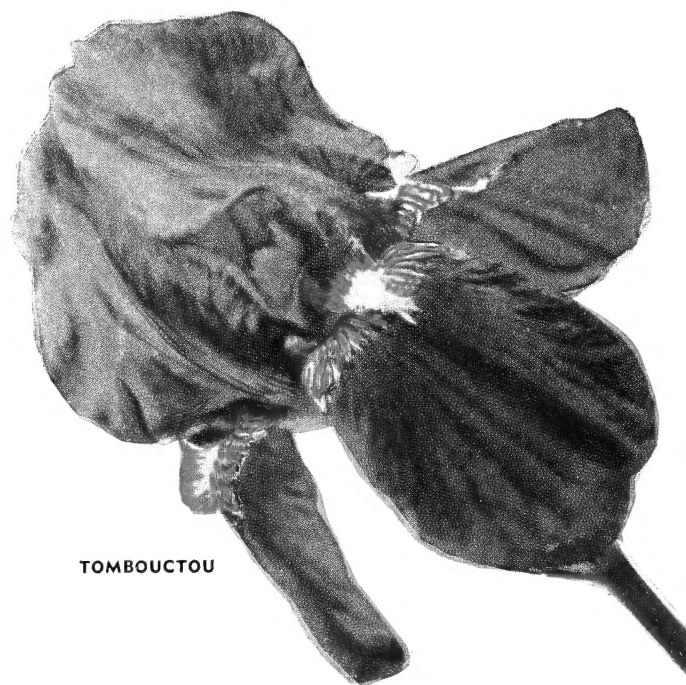
**NEMO.** Magnificent bright violet-blue self color; fragrant and effective, the huge flowers on well-branched 4 ft. stems. **Each 50c; 3 for \$1.25.**

**LOS ANGELES.** Large white flowers faintly edged blue. **Each 35c; 3 for 90c; 10 for \$2.75.**

**LUX.** Vivid and striking, standards brilliant old gold suffused bright apricot; falls semi-flaring, brownish rose tinged with carmine, with golden sheen. **Each 75c; 3 for \$2.00.**

**ORGON.** Standards golden yellow; falls red margined with gold. **Each \$1.00; 3 for \$2.00.**

**PHARAON.** A rare French variety, with huge flaring flowers of straw yellow self color. Free flowering. **Each 50c; 3 for \$1.25.**



**TOMBOUCTOU**

## IRIS COLLECTION

<b>CHARMEUR.</b> Orchid pink. ....	.35
<b>EASTER MORN.</b> Lovely pure white. ....	.35
<b>FRANCHEVILLE.</b> Lilac, purple and brown. ....	.35
<b>LOS ANGELES.</b> White edged blue. ....	.35
<b>MANDARIN.</b> Golden orange. ....	.75
<b>MME. LOUIS AUREAU.</b> Cream and mauve. ...	.50
<b>NEMO.</b> Violet blue self. ....	.50
<b>PRESIDENT PILKINGTON.</b> Buff and blue. ...	.35
<b>TOMBOUCTOU.</b> Clear mauve. ....	.35
<b>ZAMPA.</b> Rich metallic blue. ....	.50

Price, if bought separately, .....\$4.35

**Offer A** One each of the above  
10 Beautiful Iris. . . . \$ 3.50

**Offer B** Three each of the  
above, 30 Plants, for \$10.00

ALL IRIS MAILED POSTPAID

**PLURABELLE.** Standards wide, golden yellow, with contrasting falls of reddish mauve, lighter at edges. 3 ft. **Each 50c; 3 for \$1.25.**

**PRESIDENT PILKINGTON.** A magnificent Iris of unusual coloring; standards pale buff with blue suffusion; falls wide and flaring, soft lavender edged silvery brown. **Each 35c; 3 for 90c; 10 for \$2.75.**

**PURISSIMA.** Lovely pure white, of giant size and perfect form. **Each 35c; 3 for 90c; 10 for \$2.75.**

**TOMBOUCTOU.** A lovely French Iris in tones of clear deep mauve, uniform throughout. **Each 35c; 3 for 90c; 10 for \$2.75.**

**ZAMPA.** Striking self color of great beauty and freedom of bloom; standards and falls rich metallic blue. 3 feet. **Each 50c; 3 for \$1.25.**

## IRIS KAEMPFERI

Among the most gorgeous of all flowers, their rich colorings, silky petals and lovely form have made them known as Rainbow Iris, or Orchids of the Garden.

Every garden should display them, in masses, round pools, or in the border. They are easily grown, and not only are their flowers most gorgeous, often 8 inches across, but after their long blooming season, from May to July, the foliage is very attractive.

We have a grand collection of large flowered Iris Kaempferi, in a special mixture containing the whole range of lovely colors.

**3 for \$1.50; Dozen \$5.00; 100 for \$28.00, postpaid.**

*Plant Iris Kaempferi in full sun or partial shade, in soil into which peat moss or leaf mold has been spaded. Fall is the best time to plant, as they are somewhat dormant at that time. Give them an abundance of water in their growing season, early spring until fall.*

## BEAUTIFUL CLIVIA

Richest tones of orange, apricot and gold distinguish our wonderful Clivias. Massive clusters of showy flowers, 15 to 25, many lighted with golden throats, are produced on thick stalks during the spring season, and last for weeks. Leaves are evergreen, broad, strap-shaped, and very ornamental.

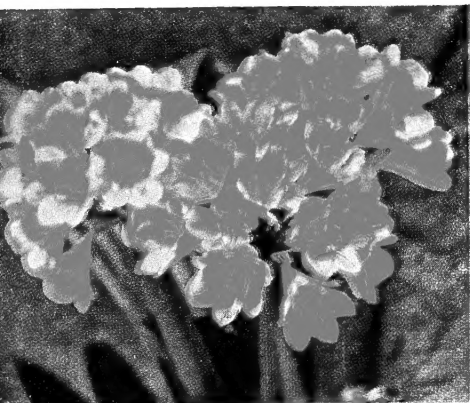
Plants thrive in cool, deep shade, among ferns and shrubbery, and are splendid subjects for patio planting in mild climates.

The Clivia is one of the rarer plants which may be grown by amateurs as easily as philodendrons. It requires no special greenhouse, no special temperature, except that it cannot stand low temperatures or hot summer sun. When it becomes dry, water thoroughly, and wash dust from leaves with water, or drench it in the sink. It is seldom affected by insect pests. It makes a grand pot plant, with its exotic bloom and rich foliage. Set the bulbous roots in pots not too large, in a mixture of 2 parts rich loam, 1 part peat moss, and 1 part sand. Repot every three years, being careful not to disturb roots. It takes seven years for plants to come to blooming age, but they may continue each year for 20 years.

**5-inch pots, \$2.50, postpaid.**

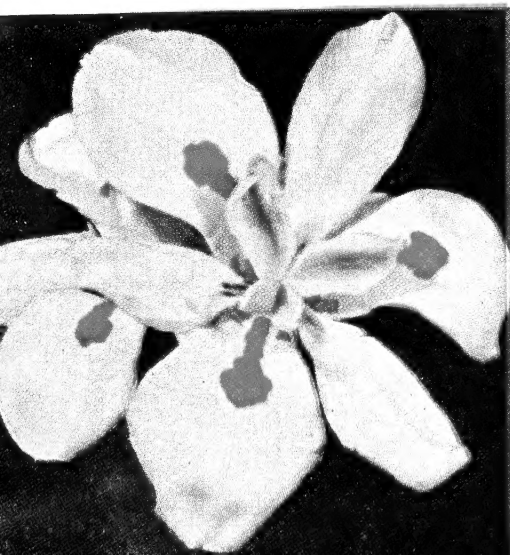
**Blooming size, \$3.50, postpaid.**

**Specimens \$5.00 to \$10.00 (not postpaid).**



**CLIVIA—California Flowerland Hybrids**

**MORAEA, Butterfly Iris**



### IRIS KAEMPFERI

Their exquisite form and texture, and rich coloring, make Iris Kaempferi ideal for flower arrangements.

## IRIS FOETIDISSIMA

**For Decorative Seed Pods**

Most striking are the seed pods of this variety, when they burst open and display rows of orange-red berries. Few plant materials are more effective or more decorative. Clumps are evergreen, most attractive, with broad, deep green foliage. **Each 50c; 10 for \$4.50, postpaid. Larger clumps, each 75c; not postpaid.**

## MORAEA

*Moraea iridioides*, known as Butterfly Iris, is one of our most charming garden subjects, planted either in groups, around a pool, or in individual clumps. It also makes a splendid tub plant for patio or terrace.

Moraeas burst into bloom intermittently from very early spring until winter. Flowers are dainty, creamy white with blue tinge at edges of petals, and marked at center with golden orange, several being poised on one slender stem. Foliage too is ornamental. **Each 50c; 3 for \$1.25, postpaid. Larger clumps, Each 75c, not postpaid.**

## SCARBOROUGH LILY

*Vallota purpurea*. A very rare, showy bulbous plant, resembling Clivia in form, but flowers are bright scarlet and foliage is narrower, deep green. Should be grown like Amaryllis; succeeds best in a sunny position, in pots or in the garden, where it may be left for several years. Makes a fine greenhouse plant, grown in ordinary soil, with liquid fertilizer applied occasionally. **Divisions, each \$1.50, postpaid. Blooming Size, each \$2.50.**



## BLUE LILY OF THE NILE

*Agapanthus umbellatus*. Great heads of clear deep blue flowers are produced on tall stems, surmounting the attractive strap-leaved foliage, ideal for furnishing the much wanted blue shades in summer. May be grown as tub plants or in the garden.

**Large Plants: Each 75c (not postpaid)**

**Strong Divisions: Each 35c; Doz. \$3.50, postpaid.**







Bibb Lettuce

## LIMA BEANS

**MONTALVO EVERBEARING BUSH LIMA.** An everbearing large bush lima bean of exceptional quality. Plant seed about April first in hills, 4 by 4 feet apart. Beans mature from September to January. When new growth starts, prune as you would a grape vine and mulch. New crop appears in May. About July, when vines show age, prune again, and third crop is ready in October. Prune twice a year, irrigate and fertilize. Pkt. 15c; ½ lb. 40c; lb. 75c.

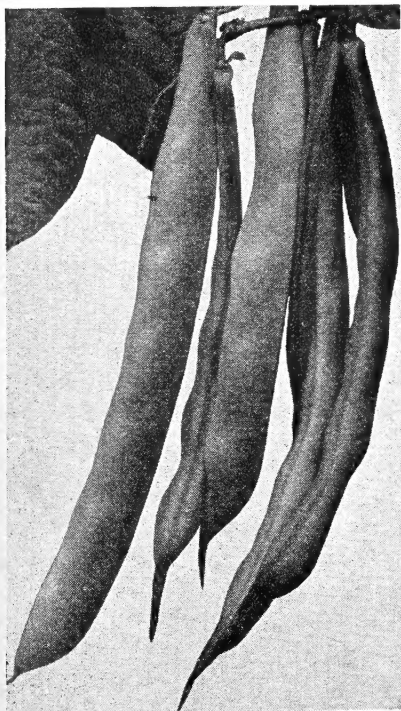
**KING OF THE GARDEN POLE LIMA BEAN.** Produces five to eight large, flat, thick beans to a pod, of high quality and rich flavor; heavy yielder. Pkt. 10c; ½ lb. 30c; lb. 50c.

## POLE BEANS

**IMPROVED KENTUCKY WONDER.** (Brown Seeded) Tender, stringless pods, round, light green, 8 inches long, finest flavor and quality. Pkt. 10c; ½ lb. 30c; lb. 50c.

**IMPROVED SCARLET RUNNER POLE BEAN.** Grown for its clusters of showy scarlet flowers as much as for large crops of tender green beans; hardy. Pkt. 10c; ½ lb. 30c; lb. 50c.

Kentucky Wonder Beans



## BIBB Butterball LETTUCE

Bibb Butterball Lettuce is so superior to ordinary varieties in flavor and quality that if you have once grown it, you will always want it in your garden. Makes a rosette-like head, with smooth dark green leaves blanching to rich yellow inside, buttery and delicious. For individual salads, use one head per serving, with French or other tasty dressing. Plant successive crops from September to June; ornamental enough to border your flower beds. Pkt. 15c; oz. 75c.

## BUSH BEANS

**IMPROVED DWARF BUTTER WAX.** Plants erect, vigorous, productive. Round pods, very fleshy, waxy yellow, stringless, rich flavor; splendid for canning. Pkt. 10c; ½ lb. 30c; lb. 50c.

**STRINGLESS GREEN POD.** Round pods, medium green, meaty, stringless, tender; finest flavor. Pkt. 10c; ½ lb. 30c; lb. 50c.

**CANADIAN WONDER WINTER BUSH BEAN.** Plant from September to November, according to locality. Quality late snap beans, also good as shell beans. Flat, straight light green pods, not stringless, but tender. Pkt. 10c; ½ lb. 30c; lb. 50c.

## BEET

**IMPROVED EARLY BLOOD TURNIP.** Medium early. Deep red with purple zones. Smooth, crisp and tender. Pkt. 10c; oz. 25c.

**DETROIT DARK RED.** Earliest sweet and tender. Pkt. 10c; oz. 25c.

## BROCCOLI

**GREEN SPROUTING.** Heads of deep green buds should be cut in half-open stage. Crop of buds continues to sprout 8 to 10 weeks. Pkt. 10c; oz. 40c.

## BRUSSELS SPROUTS

**MEDIUM DWARF.** Plants thickly set with small compact heads. Grow like cabbage. Pkt. 10c; oz. 85c.

## CABBAGE

**CANNONBALL.** Late. Large solid globe-shaped heads, 7 to 9 pounds; good keeper. Pkt. 10c; oz. 50c.

**EARLY JERSEY WAKEFIELD.** Small, solid pointed heads, leaves tender, of mild flavor. Best summer variety. Pkt. 10c; oz. 50c.

**EARLY RED ROCK.** Darkest red cabbage, solid, crisp, fine flavored. Pkt. 10c; oz. 50c.

**CHINESE CABBAGE WONG BOK.** Tall, solid, crisp, tender heads, ideal for salads and cooking. Pkt. 10c; oz. 30c.

**CHINESE CABBAGE CHIHILI.** Early, sure heading, tall heads, 18 to 20 inches high, 3 to 4 inches thick; firm, well blanched, with broad, crisp tender leaves. Fine flavor, raw or cooked. Pkt. 10c.

## CARROT

**DANVERS HALF LONG.** Deep orange roots, 6 to 7 inches long, uniformly tapered to a blunt end. Fine quality and flavor. Pkt. 10c; oz. 30c.

**OXHEART.** Best for heavy soil, very productive; early; 4 to 5 inches long, good quality. Pkt. 10c; oz. 30c.

# Paul J. Howard's VEGETABLE SEEDS

## OF OUTSTANDING MERIT

### CAULIFLOWER

**DWARF PEARL.** Compact, with heads of medium size, finest quality and flavor; a superior home garden variety. Pkt. 10c.

### CELERY

**UTAH GOLDEN STRINGLESS.** Tender, stringless, pure white, crisp; finest flavor. Pkt. 10c.

**CELERIAC OR TURNIP ROOTED CELERY.** Thick roots of pungent celery flavor, are used cooked as a vegetable, or in soup or salad. Grow in rich, moist, well drained soil. Pkt. 10c.

### CELTUCE

Stalks of mild celery flavor may be served cooked as vegetable. Light green leaves make good salad greens. Grow like lettuce. Pkt. 15c.

### SWISS CHARD

**CRIMSON RHUBARB.** Highly ornamental, rich crimson leaf stalks, fleshy, crisp and tender; deep green crumpled leaves veined crimson, of delicious flavor. Cook leaf stalks alone, or with leaves, for a sweet delicate flavor not found in other leafy vegetables. Easily grown; thrives everywhere. Packet of 50 seeds, 15c; 100 seeds, 25c.

**LUCULLUS.** Large, tender light green leaves, crisp, tender stalks of mild flavor. Pkt. 10c; oz. 20c.

### CHIVES

For flavoring salads, soups, etc. Seed germinates slowly. Pkt. 15c.

### SWEET CORN

**GOLDEN CROSS BANTAM.** Leading Bantam strain in quality and yield, producing very sweet and tender, rich yellow kernels on 8-inch ears. Pkt. 10c; ½ lb. 35c; lb. 60c.

**OREGON EVERGREEN.** Standard white sweet corn, very early and prolific; large ears of delicious quality and flavor. Pkt. 10c; ½ lb. 25c; lb. 45c.

### CUCUMBER

**STRAIGHT EIGHT.** Perfectly straight, smooth, white spine type cucumber, eight inches or longer; fine quality. Pkt. 10c; oz. 30c.

**IMPROVED LONG GREEN.** Long fruits, deep green; crisp flesh. Prolific, late. Pkt. 10c; oz. 30c.

**IMPROVED LEMON.** Resembles a lemon in shape and color; delicate flavor. Prolific; excellent for home garden. Pkt. 10c; oz. 30c.

### EGG PLANT

**NEW YORK IMPROVED.** Early, bears continuously. Smooth large oval fruits, blackish purple, good flavor. Pkt. 10c; oz. 65c.

### ENDIVE

**GREEN CURLED.** Crisp curled leaves of piquant flavor. Pkt. 10c; oz. 20c.

### KOHLRABI

**EARLY WHITE VIENNA.** Delicious root vegetable; tender, fine grained white flesh. Sow in Sept. for late fall and winter use. Pkt. 10c; oz. 55c.

### LETTUCE

**EARLY CURLED.** Most popular leaf lettuce; early, crisp and tender; frilled light green leaves. Pkt. 10c; oz. 20c.

**LOS ANGELES MARKET.** Favorite head lettuce, dark green and crisp heading, heads well folded and blanched. Pkt. 10c; oz. 30c.

**OAK LEAF.** This new variety forms small rosette-like heads of deep green, tender leaves, of buttery flavor and rich in vitamins. It is an outstanding lettuce for summer planting, when it is too late for Bibb, since it does not become bitter nor go to seed quickly in warm weather. Pkt. 15c; oz. 50c.

**ROMAINE.** (Cos Lettuce) Heads to 10 inches tall, with long light green, self folding leaves; crisp white midribs. Pkt. 10c; oz. 20c.

### LEEK

**AMERICAN FLAG.** Short, thick-stemmed, mild flavor; for salads, soups, and vegetables. Pkt. 10c; oz. 65c.

### MUSKMELON

**CRANSHAW.** A new melon of great merit for the home garden. Fruits weigh 7 to 8 pounds, are pointed at stem end and round at base. Skin quite smooth, with no rib or net, mottled gold and green. Flesh is very thick, bright salmon, wonderfully sweet and spicy in flavor. Pkt. 10c; oz. 40c.

**FAMOUS INDIANA.** Finest home garden melon, heavily netted; very thick rich yellow flesh, wonderful flavor. Pkt. 10c; oz. 25c.

**ROCKYFORD.** (Netted Gem) Oval fruits, flesh light green, juicy, delicious. Pkt. 10c; oz. 25c.

**TIP TOP.** Oval fruits, yellow flesh, sweet, juicy, finest flavor. Pkt. 10c; oz. 25c.

### WATERMELON

**KLONDYKE.** Rich dark red flesh, delicious flavor. Pkt. 10c; oz. 20c.

**GEORGIA RATTLESNAKE.** Fruits light green, striped darker; flesh pink, very sweet; seed white. Pkt. 10c; oz. 20c.

### OKRA

**MAMMOTH LONG POD.** Deep green, good flavor; midseason, prolific. Pkt. 10c.

### ONION

**RIVERSIDE SWEET SPANISH.** Mildest flavor, white flesh; very large globular onion with golden yellow skin; good keeper. Pkt. 10c; oz. 80c.

**SILVERSKIN OR WHITE PORTUGAL.** Pure white, flat, hard; good keeper; mild crisp texture. For green onions, salad, and winter storage. Plant from November to April. Pkt. 10c; oz. 75c.

### PARSLEY

**DOUBLE MOSS CURLED.** Compact, with finely cut, densely curled leaves, deep green. Pkt. 10c; oz. 20c.

**TURNIP ROOTED PARSLEY.** Roots used for flavoring soup, salad, etc. Flavor like celery root. Pkt. 10c; oz. 20c.

### PARSNIP

**FRENCH HALF LONG.** Roots pure white, of fine flavor and quality, 10 to 12 inches long. Sow in deep rich sandy loam, one-half inch deep. Seed germinates slowly. Pkt. 10c; oz. 20c.

## Sunset's Vegetable Garden Book

### For Western Gardeners

Authentic, practical, illustrated with diagrams and charts.

\$1.00, postpaid.

(Please add sales tax in California)





# Five Grand Paul J. Howard Specialty Vegetables for the Home Garden

DELICIOUSLY DIFFERENT

## FLOWERLAND BUSH LIMA BEANS

Our customers were enthusiastic over the delicious but-tery flavor and fine quality of these Flowerland Bush Limas in our Vegetable Department last summer and fall. Beans are plump and large, almost round, very tender and rich. The most outstanding variety for the home garden. Pkt. 15c; ½ lb. 30c; lb. 50c.

## GARDEN KING TOMATO

Every year we receive glowing reports from our customers about this wonderful tomato.

"We sold 700 lbs. of Garden King Tomatoes from our back yard."

"I have five varieties of tomatoes. Your Garden King is the strongest, most prolific of all."

"I had over 300 fruits on one vine, finest quality, just the right size,—while neighbors with other varieties had scarcely any."

Brilliant red, firm, with few seeds, Garden King Tomatoes peel easily without scalding. Sweet and rich flavored, the fruits are perfect for canning whole, or for salads. This is the ideal tomato for your garden; disease resistant.

Packet 25c

## PAUL J. HOWARD'S EARLY FORCING CARROT

This strain produces delicious, tender little carrots 60 days from time of sowing. Carrots are small, almost round, two inches long, crisp and sweet, and orange-red in color. Pkt. 15c; oz. 30c.

## AUNT MARY'S SWEET CORN

The sweetest and most tender sweet corn you ever ate, of most delicious flavor and quality, with long ears well filled with pearly plump kernels. It keeps a long time without becoming too hard to use. Said to be one of the oldest sweet corns known, and retains the sugar that has been lost in some of the newer crosses. You will want to plant several crops of this wonderfully fine corn in your garden. Pkt. 25c; ¼ lb. 75c.

## SPECIALTY GARDEN COLLECTION

### 5 Delicious Vegetable Varieties

Bibb Butterball Lettuce.....  
Aunt Mary's Sweet Corn.....  
Garden King Tomato.....  
Early Forcing Carrot.....  
Flowerland Bush Lima Beans

ONE PACKET  
OF EACH  
**75c**  
POSTPAID

## BIBB BUTTERBALL LETTUCE

See Opposite Page

All Prices quoted on Vegetable Seeds include postage.

All Seeds are sent prepaid.

## PEAS

**SPECIAL DWARF TELEPHONE.** Large deep green pods, 5 inches long, contain 8 to 10 peas of finest quality and flavor. Vines grow to 20 inches tall. Pkt. 10c; ½ lb. 25c; lb. 45c.

**ALDERMAN.** Improved Tall Telephone. 5 to 6 feet tall, should be grown on poles. Deep green pods, well filled, plump; peas large, tender, very sweet. Resistant to fusarium wilt. Pkt. 10c; ½ lb. 25c; lb. 45c.

**DWARF EDIBLE POD SUGAR PEA.** (Chinese Pea) Unsurpassed for flavor and sweetness. Pods are cooked whole, without shelling, only a few minutes. Very prolific. Pkt. 10c; ½ lb. 25c; lb. 45c.

## PEPPER

**CALIFORNIA WONDER SWEET PEPPER.** Large, smooth, symmetrical fruits, 4½ inches long, 4 inches across; thick flesh, deep green skin. Pkt. 10c; oz. 95c.

**ANAHEIM CHILI.** Hot pepper, desirable for seasoning, pickling, drying. Fruits 6 to 8 inches long, an inch across, deep green to scarlet as they ripen. Pkt. 10c; oz. 65c.

## RADISH

**CRIMSON GIANT.** Round, crisp, tender, mild flavor. Pkt. 10c; oz. 20c.

**SPARKLER.** Round, scarlet with white tip, crisp, tender. Pkt. 10c; oz. 20c.

**FRENCH BREAKFAST.** Early olive-shaped, deep red, white tip, fine quality. Pkt. 10c; oz. 20c.

**WHITE ICICLE.** Early, long root, mild, crisp. Pkt. 10c; oz. 20c.

**CHINESE ROSE WINTER RADISH.** Oval, deep rose, white tip, mild crisp flesh. Pkt. 10c; oz.

## ROSELLE

**QUEENSLAND JELLY PLANT.** Sow in spring when ground is warm. Bushy plants, 4 to 5 feet tall. Fleshy calyx surrounding the seed pod is used, as soon as flower drops, for making jelly, of guava or currant flavor. Pkt. 10c.

## SALSIFY

**VEGETABLE OYSTER.** Long white tapering roots, of delicate oyster-like flavor. Pkt. 10c.

## SPINACH

**SUMMER SUCCESS.** Best for summer use, long tender leaves. Pkt. 10c.

**WINTER BROADLEAF.** Large thick leaves, fine flavor. Pkt. 10c.

**NEW ZEALAND.** Spreading plant, thick, fleshy leaves. Good summer variety. Soak seed in warm water overnight, plant in hills 2 feet apart. Pkt. 10c; oz. 20c.

## MUSTARD SPINACH

**TENDERGREEN.** Mild flavored mustard, ready to use in 4 weeks. Pkt. 10c; oz. 20c.

## SQUASH

**BUTTERNUT SQUASH.** A delicious new small squash, about 8 inches long, that has met with instantaneous favor. Flesh is very thick, deep orange, exceptionally sweet, not too dry nor too wet; seed cavity, at one end, is small. May be cut in two and baked, or used as summer squash when young. Most prolific of all, and a good keeper. Pkt. 25c.

**SUMMER BLACK ZUCCHINI.** Noted for vitamin content. Bushy, prolific plants, deep green fruits, 6 to 8 inches long. Pkt. 10c; oz. 20c.

**GREEN WARTED HUBBARD.** Most popular winter squash, ready in 105 days. Thick, sweet flesh of deep orange yellow, fine grained, dry. Pkt. 10c; oz. 30c.

**WHITE BUSH SCALLOP.** Green tint, excellent flavor. Pkt. 10c; oz. 30c.

**WINTER PINK BANANA.** Fruits 15 to 20 inches long, light orange flesh, thick, finest flavor and texture. Pkt. 10c; oz. 25c.

**TABLE QUEEN OR ACORN.** Small deep green, 5 inches long, deeply ribbed, sweet light orange flesh; each squash makes two servings. Good keeper. Pkt. 10c; oz. 25c.

**ENGLISH MARROW.** Thick sweet cream colored flesh; for early fall and winter use. Pkt. 10c; oz. 25c.

## RUTABAGA

**YELLOW SWEET.** Large yellow roots, purple top; flesh yellow, sweet, fine grained. Pkt. 10c; oz. 20c.

## SORREL

**FRENCH BROADLEAF.** Long pale green leaves, for salads, greens, soups. Perennial. Pkt. 10c.

## TOMATO

**CRIMSON CUSHION OR BEEFSTEAK.** Very large, round, uniform fruits, bright scarlet. Solid, meaty flesh, delicious flavor, few seeds. Pkt. 10c.

**IMPROVED STONE.** Early, wilt-resistant strain, solid fruits of good size, fine grained flesh of little acidity. Ideal for canning. Pkt. 10c.

**YELLOW GARDEN QUEEN.** Large golden yellow, fine flavor, non-acid. Pkt. 10c.

**YELLOW PEAR.** Small oblong fruits, for preserves. Pkt. 10c.

## TURNIP

**PURPLE TOP WHITE GLOBE.** Crisp, sweet white flesh. Pkt. 10c; oz. 20c.

**EARLY WHITE SNOWBALL.** Medium size, fine quality white flesh. Pkt. 10c; oz. 20c.

## HERB COLLECTION

A collection of essential cooking Herbs, including 8 packages of the most popular dried Herbs.

Basil  
Marjoram  
Oregano  
Rosemary  
Sage  
Savory  
Tarragon  
Thyme

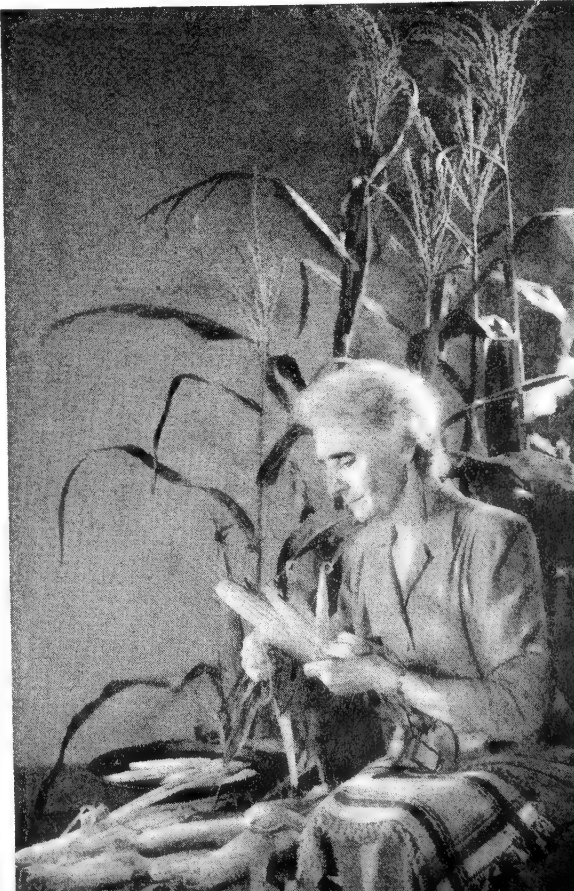
Attractively packed in a Redwood box, with leaflet, "How to Cook with Herbs". Price \$2.00, postpaid.

Garden King Tomato. Bears prodigious crops of perfect fruit on strong growing, disease resistant plant. Pkt. 25c.

## MUSHROOMS AMERICAN GROWN PURE CULTURE SPAWN

Mushrooms are easily produced in corners of the garden, or in specially prepared beds. Spawn may be crumbled fine and planted in sod or grassland, producing mushrooms in a few months. One carton of Pure Culture Spawn will plant 40 square feet. Carton, \$1.10, postpaid. Cultural Directions with each carton.

Wouldn't you like to sit down to a steaming plate of delicious, sugary, Aunt Mary's Sweet Corn?



# California Flowerland Rare Bulbous Plants

## Nerine Bowdeni

These rare and lovely flowers, delicate rose pink, have the grace and charm of orchids, and spring from the ground like magic, in late summer, after foliage has completely died down. They have a long blooming period. Planted in groups or borders, they are highly effective and make interesting cut flowers. Culture same as Amaryllis. **Each \$1.00; 3 for \$2.50; Dozen \$8.50, postpaid.**

## Aztec Lily

*Sprekelia formosissima*. The gorgeous red flowers, of orchid form, are among the most striking of all bulbous blossoms. Of graceful appearance, with narrow recurving petals, they are produced in late spring and summer. The plant, native of Mexico, resembles Amaryllis, to which the culture is similar. It thrives equally well in pots or in the garden. **Each 75c; 3 for \$2.00; Dozen \$7.50, postpaid.**

## Tuberose

Exquisitely fragrant waxy white flowers are borne in long slender spikes, making them ideal for cutting. Individual flowers make lovely corsages. They should be planted with other flowers or in fern beds, growing either in sun or shade.

**Mexican Everblooming Tuberose.** Long spikes of fragrant single creamy white flowers. **Price: 3 for 40c; Dozen \$1.00, postpaid.**

## Tigridia

**Mexican Shell Flower.** Striking large blossoms, oddly shaped and wonderfully spotted and marked, in brilliant colors of orange, yellow, rose and white. Bloom continuously over a long period. Plant them in February and March, in beds and borders, for a brilliant display of color, setting the bulbs 4 to 8 inches apart, and 3 inches deep. **3 for 50c; Dozen \$1.75, postpaid. (Ready in February)**

### Collection of RARE BULBS

1 Giant Amaryllis	.....	\$1.00
1 Aztec Lily	.....	.75
1 Nerine Bowdeni	.....	1.00
1 Scarborough Lily (See page 5)	.....	1.50
		<b>\$4.25</b>

**Postpaid for  
\$3.75**

## PAUL J. HOWARD'S Giant Hybrid AMARYLLIS

These are among the most sensational of the entire plant kingdom, the flowers often attaining the amazing diameter of 9 to 10 inches. The immense flowers are produced in clusters of 2 to 5, on thick stalks, and are of model form, heavy texture, with wonderful brilliancy and range of color, from pure white ground, marked with rose and crimson shades, to dazzling scarlet, crimson, maroon and rose carmine self colors, in mixture. Also with faint stripes, separately.

**Extra large bulbs, each \$1.00; 3 for \$2.75; Dozen \$10.00, postpaid.**

*Plant Amaryllis in rich soil with sunny exposure, with neck of bulb just above the surface. (Bulbs planted deep will not bloom). They soon make large clumps. For pot culture, use a 7- or 8-inch pot, with a light, friable rich soil mixture. Keep in a cool shady place until roots develop, then remove to more sunny exposure, or to living room window, if desired for indoor culture.*

GIANT  
AMARYLLIS



NERINE BOWDENI



AZTEC LILY

TIGRIDIAS



# California Flowerland

## CHOICE FLOWER SEEDS

**AGATHEA. Blue Marguerite.** For borders and edging. Small blue daisy-like flowers, yellow centered. **Pkt. 15c.**

### AGERATUM

Favorite bedding and border plant, blooming nearly constantly. Easily raised from seed.

**Blue Perfection.** Deepest blue. 9 inches. **Pkt. 15c.**

**Midget Blue.** Very dwarf, delicate, fine foliage; lilac blue. **Pkt. 25c.**

### ANTIRRHINUM Snapdragon

We offer only rust resistant strains in various types, in a marvellous range of colors.

#### MAXIMUM TYPE

(About 3 feet tall)

**Alaska.** White

**Canary Bird.** Yellow

**Fair Lady.** Pearl Pink

**Copper Shades.**

**Crimson.**

**Loveliness.** Rose

**Rosalie.** Rose pink

**Mixed Colors.**

**Packet 25c; 5 packets for \$1.00.**

#### SUPER MAJESTIC TYPE

(1 1/2 to 2 feet tall)

**Dainty.** Soft Pink

**Shasta.** Pure White

**Red Shades.**

**Rose Shades.**

**Mixed Colors.**

**DWARF MAGIC CARPET.** Dwarf Snapdragon of creeping habit, 6 to 8 inches tall, with masses of short flower spikes in lovely shades of pink. For borders and rock gardens. **Pkt. 25c.**

### SWEET ALYSSUM

**Carpet of Snow.** Very dwarf, 2 inches, pure white. **Pkt. 15c; oz. 75c.**

**Little Dorrit.** Compact, 6 inches; white. **Pkt. 15c; oz. 75c.**

**Lilac Queen.** Improved deep lilac. **Pkt. 15c; 1/4 oz. 35c; oz. 85c.**

**Violet Queen.** Bright violet bloom of honey-like fragrance. Dwarf, compact. **Pkt. 25c; oz. \$1.50.**

**ALYSSUM Saxatile Compactum.** Basket of Gold. Showy golden yellow perennial for borders or rock gardens. **Pkt. 15c.**

### ARCTOTIS

Showy, daisy-like flowers in brilliant colors, orange and bronze tones predominating, but also pastel rose, cream, yellow and salmon. Of easy culture and great beauty, blooming for a long season. New Hybrids, Mixed. **Pkt. 25c.**

### ANEMONE. Giant French. (Bulbous).

Colorful mixture of crimson, rose, blue, purple and white. **Pkt. 25c.**

### AQUILEGIA. Columbine. Paul J.

Howard's Long Spurred Hybrids. Perennial. Mixed Colors. **Pkt. 25c.**

### BALSAM. Symmetrical, fleshy

stemmed plants for shade. Double waxy blossoms in mixed colors. **Pkt. 10c.**

### BEGONIA Semperflorens. Bedding

type. **Pkt. 25c.**

**Prima Donna.** Clear pink.

**Luminosa.** Scarlet.

**Snowball.** White.

### BELLIS. English Daisy. Perennial.

Giant Double Rose, Red, White, or Mixed. **Pkt. 25c.**

### ASTERS

**Giant Crego, Wilt Resistant Strain.** Huge double flowers of Comet type, petals curled and twisted. Strong branched plants, 2 1/2 feet tall, produce long, straight-stemmed bloom in mid-September. **Azure Blue; Cattleya**—lavender, **Deep Rose; Peach Blossom; Royal Purple; Shell Pink; Mixed Colors.** **Pkt. 25c; 5 packets for \$1.00.**

**Super Giant Asters.** The largest and most fully double Aster, 6 inches across, full petalled, of ostrich feather type; wilt resistant. We offer two shades,—**El Monte** rich crimson, and **Los Angeles** soft shell pink. **Pkt. 25c.**

**Giants of California.** Immense fluffy flowers, petals curled and twisted, on long stiff stems. Plants grow 2 1/2 to 3 feet tall, with fine foliage. **Light Blue, Light Purple, Deep Purple, Pale Pink, Peach Blossom, Deep Rose, White, and Mixed Colors.** **Pkt. 25c; 5 packets for \$1.00.**

**Giant California Sunshine Asters.** Flowers 4 to 5 inches across, with single row of broad petals around a center disk of quilled yellow petals. Plants 2 to 3 feet tall, bloom in September. **Pink, Rose, Lavender, Light Blue, Purple, White, Mixed Colors.** **Pkt. 25c; 5 packets for \$1.00.**

**Single Giant Asters. (Chinensis).** Like huge Shasta daisies, on strong stems. Much branched plants. **Light Blue, Rose, Purple, White, Mixed.** **Pkt. 15c; 6 packets for 75c.**

### BELLS OF IRELAND

**Molucella Laevis.** A curious and beautiful plant, very decorative in flower arrangements. Stems curve gracefully and are surrounded with flaring, bell-shaped flowers of light green, delicately veined. Foliage and flowers have spicy fragrance. Long lasting; blooms quickly from seed. **Pkt. 25c.**

### CALENDULA Pot Marigold

**Ball's Gold.** Huge deep golden yellow, dark center.

**Campfire.** Large deep orange.

**Chrysantha.** Buttercup yellow, loosely arranged incurved petals.

**Orange Sunshine.** Chrysantha type, bright orange.

**Orange Fantasy.** Coppery orange, edged mahogany red.

**Price of Above, Pkt. 15c.**

**Yellow Colossal.** Large flowered Chrysantha type. **Pkt. 25c.**

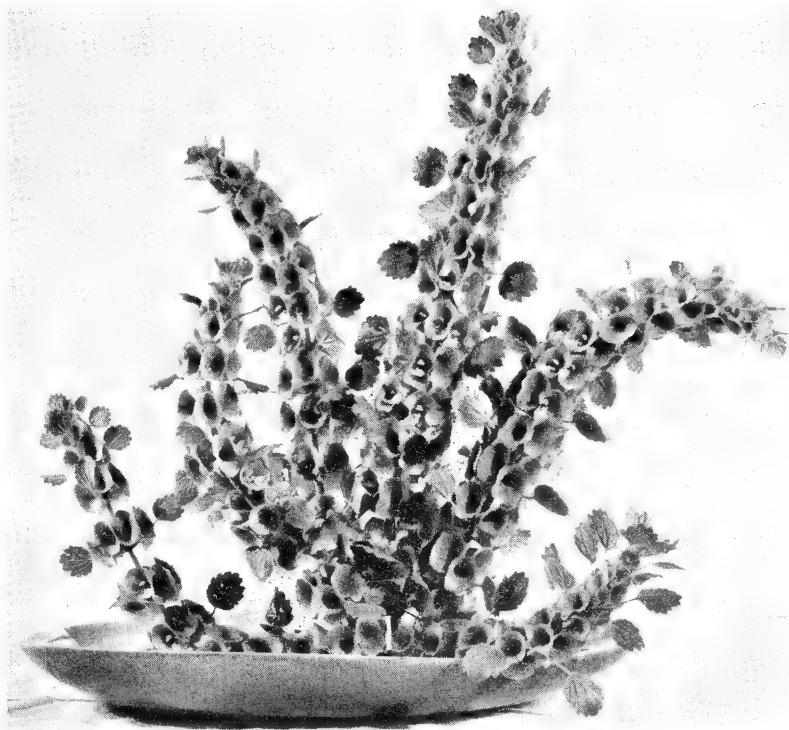
**Orange King.** Bright orange, dark eye. **Pkt. 10c.**

**Lemon Queen.** **Pkt. 10c.**

### CANTERBURY BELLS

**Campanula Calycanthemata. (Cup and Saucer).** Biennial. Tall branching, lovely cup and saucer-like flowers. Mixed colors. **Pkt. 25c.**

**Annual Canterbury Bells.** Blooms from seed 6 months after sowing. Plants grow 2 to 2 1/2 feet high, with 6 to 8 spikes of bells. **Deep Rose, Blue, Violet, Pink, White, Mixed Colors.** **Pkt. 15c; 6 pkts. for 75c.**



BELLS OF IRELAND

These interesting flower spikes, all in tones of green almost arrange themselves.

### CANDYTUFT

**Giant White Hyacinth Flowered.** Long heads of pure white flowers. **Pkt. 15c; oz. 75c.**

**Umbellata.** Compact, much branched plants. Mixed Colors. **Pkt. 15c; oz. 40c.**

### CARNATION

**Perpetual Flowering Giants.** Very large fragrant flowers, on long stems, produced almost continuously. **Blood Red, Rose, Spectrum Red, Salmon, Yellow, White, and Mixed Colors.**

**Packet of approximately 100 seeds, 25c.**

### CELOSIA

**Celosia Plumosa. Pride of Castle Gould.** Feathered Cockscomb. Tall plummy flower-heads. **Crimson, Yellow, Mixed. Pkt. 15c.**

**Royal Velvet.** Deep velvety red flower heads, bronze foliage. **Pkt. 15c.**

### CENTAUREA

**Centaurea Cyanus. Bachelors' Buttons.** Giant Double Strain. **Blue, Rose, Mixed Colors. Pkt. 10c.**

**Centaurea Imperialis. Sweet Sultans.** Thistle-like flowers, fragrant. **Lavender, Rose, White, and Mixed Colors. Pkt. 15c.**

**Centaurea Suaveolens. Yellow Sweet Sultans. Pkt. 15c.**

**Centaurea Candidissima. Dusty Miller.** Low growing, silvery foliage, yellow flowers. **Pkt. 15c.**

### ANNUAL CHRYSANTHEMUMS

**"Painted Daisies".** Bushy plants with daisy-like flowers. Easily grown, free flowering.

**Eldorado.** Golden yellow, dark eye. **Pkt. 15c.**

**Tricolor.** Yellow, bronze, scarlet, rose, purple, in mixture. **Pkt. 15c.**

**CALLIOPSIS. Golden Crown.** Showy annual. Masses of orange yellow flowers, brown centers, fragrant, long stemmed. **Pkt. 25c.**

**CLARKIA.** Attractive plants, easily grown; long leafy stems covered with double flowers. **Rose, Red and Purple Shades in Mixture only. Pkt. 15c.**

**COREOPSIS. Mayfield Giant.** Large deep golden flowers; early. **Pkt. 15c.**  
**Coreopsis, Double Sunburst.** Double golden yellow, about 80% true double. **Pkt. 25c.**

**CYNOGLOSSUM. Amabile. Chinese Forget-Me-Not.** Long sprays of bright blue blossoms, over a long season. **Pkt. 15c.**

**C. Firmament.** Dwarf, rich blue; does well in poor soil. **Pkt. 25c.**

### DAHLIAS

Easily grown from seed. We offer selected prize winning strains.

**Cactus Mixed. Pkt. 50c.**

**Show and Hybrid Show. Double Mixed. Pkt. 50c.**

**Coltness Hybrids, Mixed. Dwarf Single, Showy colors. Pkt. 25c.**

**Dwarf Double Dahlias, Mixed Colors. Pkt. 25c.**

### DELPHINIUM

**Pacific Giant Hybrids.** Massive towering spikes of showy bloom, from spring until fall. Our California Flowerland strain is offered in **Deep Blue Shades, Medium Blue Shades, Light Blue Shades, Lavender Pastels, and Giant White. Pkt. 50c.**

### DIANTHUS

**Sweet Wivelsfield.** Like Annual Sweet William, but with larger flowers in wider range of colors. Early. **Pkt. 15c.**

**Dianthus Plumarius. English Clove Pink. Single Mixed. Pkt. 15c.**

**Double Mixed. Pkt. 15c.**

**DIDISCUS. Blue Lace Flower. Pkt. 15c.**

**DIGITALIS. Foxglove. Giant Shirley Strain. Pkt. 15c.**

**DIMORPHOTHECA. African Golden Daisy.** Showy annuals for beds or borders. **Golden Yellow, Orange, Salmon Pink, and Mixed Colors. Pkt. 10c.**

**DIMORPHOTHECA Eklonis. Blue African Daisy.** Bluish white, deep blue centers; nearly everblooming. **Pkt. 25c.**

### CALIFORNIA POPPY

**Eschscholtzia Aurantiaca.** True California Poppy, brilliant orange and gold flowers in spring. **Pkt. 10c; oz. 45c; pound \$4.50.**

**New Hybrids, Mixed Colors.** Orange, salmon, scarlet, cream and yellow; many frilled flowers. **Pkt. 15c; oz. \$1.50.**

### GAILLARDIA

**Paul J. Howard's Double Annual.** Large fluffy double flowers, shades of orange, salmon, rose, scarlet, maroon, yellow, in mixture. **Pkt. 25c.**

**Indian Chief.** Annual. Bronze mahogany, single. **Pkt. 15c.**

**Portola Hybrids.** Perennial. Shades of bronze red, golden tipped; vigorous. **Pkt. 25c.**

**Burgundy.** Perennial. Tall, coppery red. **Pkt. 25c.**





**COSMOS LADY LENOX**

## **PADRE DAISY**

**Gazania.** Howard's New Everblooming Padre Hybrids. Splendid new strain with gorgeous large flowers in art and pastel shades, oddly marked and shaded. Plants robust; in bloom constantly. **Pkt. 35c.**

## **GERBERA**

**TRANSVAAL DAISIES.** California Flowerland Hybrids. Very large, graceful flowers on long stems. Shades of crimson, rose, coral, orange, yellow and cream. In bloom summer and winter. **Pkt. of 35 seeds 25c; 100 seeds 60c.**

**GEUM.** Mrs. Bradshaw. Hardy perennial for the border and cutflowers, long stemmed double flowers all summer; bright orange scarlet. **Pkt. 15c.**

**Geum Lady Stratheden.** Double yellow. **Pkt. 15c.**

**Geum Orange Prince.** Semi-double, reddish orange. **Pkt. 15c.**

**CODETIA.** Attractive showy annuals for half-shady locations. Bright, azalea-like flowers, long lasting. Tall, Double Mixed. **Pkt. 15c.**

## **GYPSOPHILA**

### **Baby's Breath**

Perennial, Single White. **Pkt. 15c.**

Double White. **Pkt. 25c.**

**HELIOTROPE.** Fragrant lilac and purple flowers. Pot plants or low shrubs. **Pkt. 15c.**

## **HOLLYHOCKS**

**Giant English Double.** Rose, Newport Pink, Salmon, Maroon, Scarlet, Yellow, White, and Mixed Colors. **Pkt. 15c.**

Single, Early Flowering. Mixed Colors. **Pkt. 15c.**

Double Begonia Flowered, Pastel Mixed. **Pkt. 25c.**

**HUNNEMANNIA.** Mexican Tulip Poppy. Single Yellow. **Pkt. 25c.**

Sunlite, Semi-Double Yellow. **Pkt. 25c.**

## **IPOMEA**

### **Morning Glory**

**Pearly Gates.** Satiny White. **Pkt. 25c.**

**Heavenly Blue.** Deep sky blue; early; flowers remain open all day. **Pkt. 25c.**

**Scarlet O'Hara.** Gorgeous velvety red blooms; early, fine, distinct foliage. Blooms all summer. **Pkt. 25c.**

**Moonflower.** Night blooming, white flowers. **Pkt. 15c.**

# **Flowerland LADY LENOX COSMOS**

Old fashioned, yes, but what flowers that bloom so freely in late summer and fall are more exquisitely formed, or are so easy to grow? Our Lady Lenox Cosmos are ideal for California gardens, growing into tall bushes and blooming when other flowers are scarce. Plant them along fences, by the garage, or as background for other planting, and enjoy a wealth of lovely cut flowers.

You will be particularly delighted with our Lady Lenox Pink and White Blend Cosmos. **Packet 15c.**

**Cosmos Sensation.** An earlier flowering strain, blooming while plants are smaller. Mammoth flowers. White, Red, Pink, or Mixed. **Pkt. 15c.**

**Cosmos, Semi-Double Orange Flare.** Very early, vivid orange. **Pkt. 25c.**

## **MARIGOLDS CHRYSANTHEMUM FLOWERED MARIGOLDS**

Early, free flowering, flowers of several distinct types, some incurved and quilled, others flat-petalled, wonderful for cutting.

**Goldsmith.** Giant golden orange, full and double; free flowering, early. **Pkt. 25c.**

**Mission Giants. Yellowstone.** Clear golden yellow, double incurved flowers, 2½ inches across. **Pkt. 25c.**

**Sunset Giants.** Largest of all, flowers fragrant, loosely formed, with broad heavy petals overlapping. Deep golden orange, golden and light yellow. **Pkt. 25c.**

**Tall African Marigolds.** Huge quilled double flowers, 4 and 5 inches across. Tall branching plants, bushy, free flowering. Orange, Lemon, and Mixed. **Pkt. 25c.**

## **DWARF MARIGOLDS**

**Pot O'Gold.** Dwarf Gigantea Type, earliest to bloom; continues 7 or 8 weeks. Huge golden orange with broad overlapping petals. **Pkt. 35c.**

## **DWARF FRENCH MARIGOLDS**

**Butterball.** Compact little plants, covered with small flowers of butter yellow. Early and continuous flowering. **Pkt. 25c.**

**Early Harmony.** Dwarf, compact; broad velvety maroon petals around a crested orange center. **Pkt. 15c.**

**Dwarf Double Mixed.** All shades of yellow, orange and brown. **Pkt. 15c.**

**MINIATURE MARIGOLD, Tagetes Signata Pumila.** Very compact, bushy little plants, covered with small star-shaped bright yellow flowers. **Pkt. 15c.**

# **PETUNIAS**

**GIANT RUFFLED PETUNIAS.** Handsomest and largest of all Petunias, veined throats. These are what some mean when they ask for Double Petunias.

**PAUL J. HOWARD'S GIANTS OF CALIFORNIA.** Flowers beautifully ruffled and fringed, in richest color range; plants compact. **Pkt. 50c.**

**Ruffled Mammoth, Mixed Colors.** **Pkt. 35c.**

**Marilyn.** New shades of rich salmon. **Pkt. 50c.**

**Enchantress.** Bright Tyrian rose, white throated and veined. **Pkt. 35c.**

## **LARGE FLOWERED SINGLE FRINGED PETUNIAS**

**RUFFLED DWARF PETUNIAS.** Splendid strain of nana compacta Petunias, of stocky growth, 8 to 12 inches high, free flowering. Flowers 2 to 3 inches across, waved and fringed. Mixed Colors. **Pkt. 25c.**

**Pink Triumph.** Bright rose pink, frilled. **Pkt. 25c.**

**Scarlet Beauty.** Brilliant red, suffused with rose and veined crimson; deeply frilled. **Pkt. 25c.**

**Setting Sun.** Dwarf spreading plants, brilliant scarlet rose flowers. **Pkt. 25c.**

**Steel Blue.** Rich blue veined deeper blue. **Pkt. 50c.**

**THEODOSIA.** Bright rose pink, deeply fringed, with golden throat veined black. **Pkt. 25c.**

**Violet Fringe.** Immense velvety violet, fringed edges. **Pkt. 25c.**

**White Beauty.** Lovely snowy white, throat veined green. **Pkt. 25c.**

**FLUFFY RUFFLES, MIXED.** Flowers so ruffled and frilled that they appear double; lovely shades of rose, salmon, crimson, light blue and white, with heavily veined throats. **Pkt. 50c.**

**COMPACT BEDDING PETUNIAS.** Compact, free flowering, about 12 inches tall, blooming from early summer until late fall; for massing, borders, and edgings.

**Celestial Rose.** (Improved Rose of Heaven). Rosy pink. **Pkt. 15c.**

**Rosy Morn.** Rose pink, white throat. **Pkt. 15c.**

**Salmon Supreme.** Lovely salmon rose, to soft pink as flowers age. **Pkt. 25c.**

**Heavenly Blue.** **Pkt. 15c.**

**King Henry.** Very large, showy velvety red. **Pkt. 25c.**

**Violacea.** Rich deep purple. **Pkt. 15c.**

## **LARKSPUR**

**Cockade Type.** Symmetrical plants, base branching, with tall flower spikes and closely spaced large double florets. Lilac Blue, Salmon Rose, Salmon Pink, Deep Lilac, Violet, White, and Mixed. **Pkt. 25c; 5 pkts. for \$1.00.**

**Lilac King.** Vigorous, tall, broad-petalled. Clear lilac. **Pkt. 25c.**

**Pink King.** Soft salmon rose. **Pkt. 25c.**

## **LOBELIA**

For borders and low edgings; trailing Lobelias are useful for window boxes and hanging baskets. In bloom from spring until late fall.

**Cambridge Blue.** Light blue, bright green foliage; compact. **Pkt. 15c.**

**Crystal Palace.** Compact; deep blue, dark foliage. **Pkt. 15c.**

**Emperor William.** Compact; cornflower blue, light green foliage. **Pkt. 15c.**

**Mrs. Clibran.** Compact; bright blue with white eye. **Pkt. 15c.**

**Hamburgia.** Trailing. Sky blue, white eye. **Pkt. 15c.**

## **LUPINE**

**Lupinus nanus.** Attractive native flower, with showy spikes of blue flowers in spring. **Pkt. 10c; oz. 60c; pound \$6.00.**

**MYOSOTIS. Forget-Me-Not. Blue Bird.** Richest deep blue; free flowering, vigorous. Blooms first year from seed if sown early. **Pkt. 25c.**

## **Nasturtiums**

### **DOUBLE GLEAM HYBRIDS**

Large fragrant flowers, double and semi-double, of beautiful form, and bright colors. Plants are strong, vigorous, semi-tall, free flowering; splendid for beds, borders and ground covers.

**Golden Gleam.** Golden yellow, bright green foliage.

**Moon Gleam.** Soft primrose yellow. **Gleam Hybrids, California Flowerland Mixture of All Colors.**

Price of above: **Pkt. 15c; oz. 40c pound \$4.00.**

**Indian Chief.** Brilliant scarlet flowers and dark foliage. Free flowering. **Pkt. 15c; oz. 50c; pound \$5.00.**

### **GIANTS OF CALIFORNIA**

Tall or Trailing, Mixed Colors. Dwarf, Mixed Colors.

Price: **Pkt. 10c; oz. 30c.**

**TALL BEDDING PETUNIAS.** Strong plants of spreading growth, in constant bloom; free flowering, thrive in ordinary soil.

**Radiance.** Bright cerise rose, yellowish throat veined brown. Early. **Pkt. 25c.**

**Blue Bee.** Violet blue. **Pkt. 15c.**

**General Dodds.** Velvet crimson. **Pkt. 15c.**

**Mixed Bedding Petunias.** **Pkt. 15c.**

**BALCONY PETUNIAS.** Trailing habit, for covering banks training on fences, lattice, and for window boxes. Crimson, Rose, Violet and Mixed Colors. **Pkt. 15c.**

**NOTE:** Due to the fact Double Petunias must be hand pollinated to produce seed, we can offer no seed until after the war.





**SNAPDRAGON ROSALIE**  
See *Antirrhinum*

## NEMOPHILA INSIGNIS

**Baby Blue Eyes.** A low-growing California annual, for carpeting and naturalizing; dainty cup shaped flowers of sky blue, with white eye. Sow from October to March. **Pkt. 15c; oz. 90c.**

## NICOTIANA

**Sweet Scented Tobacco.** Masses of fragrant star-shaped, long tubed flowers on tall plants. Hybrid Mixed, **Pkt. 15c.**

## NIEREMBERGIA Cup Flower

**Purple Robe.** Very dwarf, grey green foliage and masses of lovely deep violet cup-shaped flowers, that do not fade even in hottest weather; almost everblooming. **Pkt. 25c.**

**PORTULACA.** The most brilliant low-growing ground cover we know. Easily grown from seed, flowering 6 weeks after sowing. The soft green, moss-like plants are completely covered with small rose-like flowers of vivid rose, scarlet, orange and yellow. For banks, parkways and low borders, this is the brightest and most attractive little plant.

**Single Mixed Colors.** **Pkt. 15c; 1/4 oz. 35c.**

**Double Mixed Colors.** **Pkt. 25c; 1/4 oz. \$1.00.**

## ANNUAL PHLOX

**Phlox Drummondii**

Unsurpassed for continuous show of color in the garden, and for cut flowers; easily grown from seed.

**Grandiflora Mixed Phlox.** **Pkt. 15c.**

**Dwarf Mixed Phlox.** For low edgings and borders. **Pkt. 25c.**

**Phlox Gigantea. Mixed Colors.** Large flowerheads of bloom, glowing shades of red, pink, and rose, all with white eye. **Pkt. 25c.**

## PENSTEMON. Hybrid Gloxinoides.

Showy perennial for the garden and wonderful for cutting. Clean bright green foliage and tall sprays of gay flowers over a long season. Blooms first year from seed. **Carmine, Red, Violet.** **Pkt. 25c.**

**Castle Forbes.** (Gentianoides). Vivid carmine, white throat. **Pkt. 25c.**

**Miniature Hybrids.** Graceful sprays of miniature flowers. Early, free flowering. **Mixed Colors.** **Pkt. 25c.**

## PRIMROSE

**Primula obconica.** Large flowering showy plants, for pots and bedding. Shades of red, rose, pink, blue and white, in richest mixture. **Pkt. 50c.**

## ICELAND POPPY

**Papaver Nudicaule.** Lovely perennial poppies, for bedding and cutting; long stemmed satiny flowers.

**Emperor.** Orange  
**Empress.** Salmon shades  
**Mixed Colors**  
**Yellow Wonder**  
**White Wonder**

**Pkt. 25c.**

**POPPY. Oriental.** Huge glistening flowers, brilliant colors mixed. **Pkt. 25c.**

## SALPIGLOSSIS

**Velvet Flower or Painted Tongue.** Large showy trumpet-shaped flowers, richly colored and veined. Plants 2 feet high, bloom all summer. **Mixed Colors.** **Pkt. 15c.**

## SCABIOSA

**Pincushion Flower.** Showy for cutting and bedding; 2 to 3 feet high. Large round flowers, the stamens forming a dense head, surrounded by flat petals, on long stiff stems. **Blue Moon, Peace—Pure White, Rosette—Deep Rose, and Mixed Colors.** **Packet 25c.**

## SALVIA Scarlet Sage

**Harbinger.** Blooms very early, from June until late fall. Compact, about 16 inches tall, vivid scarlet bloom. **Pkt. 25c.**

## SHASTA DAISY

**Alaska.** Most popular of all. **Pkt. 15c.**

**Double Giant Shasta Daisy.** Varied types of double flowers, very large; some singles will appear. **Pkt. 25c.**

**STATICE Perezii.** Panicles of rich blue everlasting flowers. Large decorative foliage; everblooming. **Pkt. 15c.**

## STOCKS

**Paul J. Howard's Giants of California.** Giant flowered, very early Imperial type, 2 1/2 to 3 feet tall, producing long spikes thickly set with immense individual florets. Favorite winter and spring bedding and cut flowers.

**Golden Gate Yellow. Mojave. Velvet Purple. Monterey. Pink. Redwoods. Blood Red. Pacific. Blue. Santa Barbara. Chamis. Santa Maria. White. Sequoia. Rose Carmine. Tahoe. Lavender. Yosemite. Deep Rose.**  
**Mixed Colors**

**Price: 25c; 5 pkts. for \$1.00.**

**Beauty of Nice Stocks.** Compact plants, about 18 inches high, winter flowering; graceful flower spikes. **Yellow, Flesh Pink, Light Blue, Blood Red, Rose Pink, Old Rose, White, and Mixed Colors.** **Pkt. 15c; 6 pkts. for 75c.**

**TEXAS LACE FLOWER.** Large heads of lacy white flowers on long stems. **Pkt. 15c.**

**TITHONIA Speciosa.** Mexican Sunflower. Brilliant orange vermillion flowers, like single dahlias. Tall plants, heavy deep green foliage; bloom in fall. **Pkt. 25c.**

**Tithonia Fireball.** Dazzling orange scarlet. **Pkt. 25c.**

**VERBENA Gigantea Hybrids.** Giant flowerheads, florets very large, with white eye. Compact, strong growing plants, everblooming; easily grown, requiring little water. **Etna—geranium red, Lavender Glory, Royal Blue, Salmon Pink, and Pure White, also Mixed Colors.** **Pkt. 15c; 6 pkts. for 75c.**

## VIRGINIA STOCK

**Malcolmia maritima.** Pretty low-growing annual, 8 inches tall, for borders or covering bulb beds. Small bright flowers like stocks, over a long season. **Mixed Colors.** **Pkt. 15c; oz. 90c.**

## California Wild Flowers

Brighten corners and vacant areas with these colorful native flowers. Sow seed just after first rains. Mixture contains over 20 varieties. **Pkt. 25c; oz. \$1.00.**

## California Flowerland Early Flowering SPENCER SWEET PEAS

One packet of seed will plant 5 feet of row; one ounce, 35 feet of row.

A superior strain of early flowering Spencer type, noted for the enormous size of the wavy blossoms, the greater number of flowers on each stem, long sturdy stems, lovely colors and rich fragrance. Seed may be sown for winter and summer bloom.

**American Beauty.** Crimson rose.  
**Amethyst.** Royal purple.  
**Aviator.** Scarlet.  
**Bacchus.** Deep maroon.  
**Ball's Orange.**  
**Blue Bonnet.** Clear deep blue.  
**Bridesmaid.** Light pink.  
**Cattleya.** Ruffled lilac.  
**Chime.** Light salmon pink.  
**Eileen.** Salmon rose.  
**Exposition Pink.** Clear pink.  
**Fragrance.** Fragrant lavender.

**Glitters.** Vivid cerise.  
**Grenadier.** Bright scarlet.  
**Improved Hope.** Giant white.  
**Josie.** Giant deep rose pink.  
**Lavanda.** Lavender.  
**Oriental.** Cream.  
**Ramona.** Coral rose.  
**Rhumba.** Golden Cerise.  
**Rose Picotte.** White, pink edging.  
**Sequoia.** Golden salmon.  
**Shirley Temple.** Soft rose pink.  
**Sweet Briar.** Huge rose pink.  
**Tahoe.** Blue, frilled.

**Price of above: Pkt. 15c; 1/2 oz. 35c; oz. 65c.**

**CALIFORNIA FLOWERLAND EARLY SPENCER SWEET PEAS, Mixed Colors.** **Pkt. 15c; 1/2 oz. 35c; oz. 65c.**

## CALIFORNIA FLOWERLAND ZINNIAS

**California Flowerland Pastel Shades.** Our own selection of giant flowered Zinnias, midway between the Dahlia Flowered and California Giants as to type, with flowers up to 5 inches in diameter. A true pastel mixture of delicate shades, soft yellow, cream, old gold, light pink, apricot, salmon, and white. Exquisite for cutting, delightful for the garden. Plants are strong, robust, and free flowering. **Pkt. 25c.**

**Navajo Zinnia.** Flowers are of medium size, double and semi-double, and unique as to form and coloring. Long narrow petals, incurved or fluted, and tipped with white, cream or pale yellow. Colors are vivid and clear, like those in Navajo rugs—crimson, orange, yellow, rose and pink, and lilac. **Pkt. 25c.**

**FANTASY ZINNIA.** A new strain of bedding Zinnias, medium tall, with lovely shaggy flowers, the petals being twisted and rolled. Brilliant reds, yellow, orange, rose and white, mixture only. **Pkt. 15c.**

**ZINNEA LINEARIS.** Showiest dwarf bedding plant, continuously covered with small single orange flowers, each petal striped lemon yellow. Blooms in 10 weeks from sowing, until late fall. **Pkt. 25c; 1/4 oz. 75c.**

## DWARF ZINNIAS

**Zinnia Pumila, Dwarf Double Cut-And-Come-Again.** Compact plants, about 18 inches high, free flowering; double flowers of medium size. **Mixed Colors.** **Pkt. 15c.**

**LILLIPUT ZINNIAS.** Pretty little pom-pom Zinnias, for borders and small bouquets. Compact, free flowering. **Yellow, Flesh Pink, Orange, Salmon, Scarlet, Rose, White, and Mixed Colors.**

**Zinnia Haageana.** Fine edging plant, with small double flowers. **Mixed Colors.** **Pkt. 15c.**

## GIANT DAHLIA FLOWERED ZINNIAS

The finest of all Zinnias, with mammoth flowers often 6 inches across and 3 to 4 inches in depth, like large Decorative Dahlias. Vigorous, free flowering, showy.

**Eldorado.** Rose and Salmon.  
**Luminosa.** Bright salmon rose.  
**Golden Dawn.** Golden Yellow.  
**Canary Bird.** Primrose Yellow.  
**Crimson Monarch.** Giant Red.  
**Dream.** Lavender Shades.  
**Exquisite.** Pink, deeper rose center.

**Golden State.** Yellow to burnt orange.  
**Illumination.** Tyrian Rose.  
**Oriole.** Orange and Gold.  
**Polar Bear.** Pure White.  
**Royal Purple.**  
**Scarlet Flame.**  
**Will Rogers.** Bright Red.

## SPECIAL DAHLIA FLOWERED ZINNIA MIXTURE.

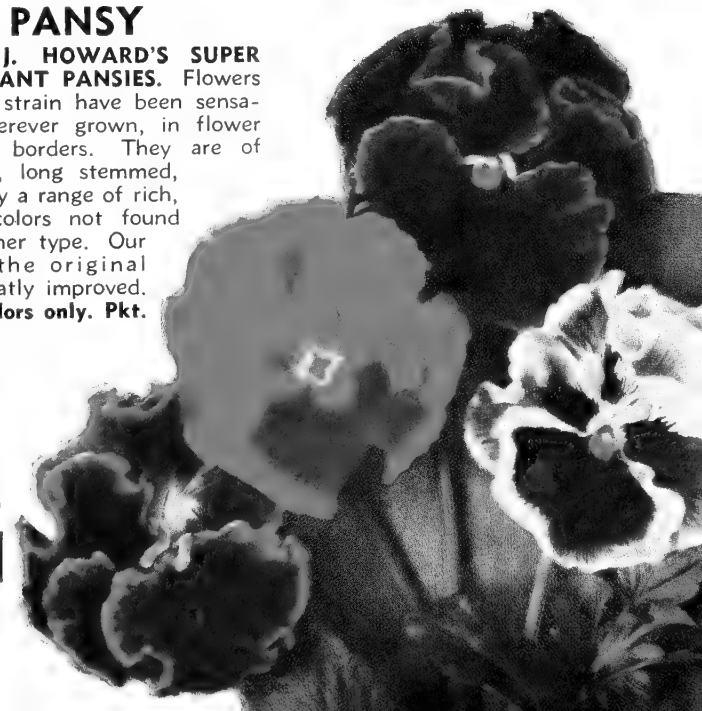
**Price, any of above: Pkt. 15c; 6 pkts. for 75c.**

## PANSY

### PAUL J. HOWARD'S SUPER SWISS GIANT PANSIES.

Flowers from this strain have been sensational wherever grown, in flower beds and borders. They are of huge size, long stemmed, and display a range of rich, brilliant colors not found in any other type. Our seed is the original strain, greatly improved. **Mixed Colors only. Pkt. 50c.**

**Pansy Plants Blooming Size Doz. 50c; 100, \$3.50**



# PAUL J. HOWARD'S California Flowerland

PAUL J. HOWARD'S ROSE BUSHES are noted for their extreme vigor and robust growth. The carefully selected bud-wood is grown on special root stocks which impart extra strength to the tops. We select two-year-old bushes which have made the greatest development, so they will become readily established in the rose garden, ready to bloom a few weeks after planting.

## ESTABLISHED ROSES

For planting throughout the year, and when dormant roses are not available (April to December) these superior large bushes are planted in especially prepared soil, in 5-gallon tins. These larger bushes may be selected in full bloom. From them you may gather flowers for your table immediately.

Because of weight and bulk, these established Roses are practical only for local truck delivery, or "Cash and Carry."

## PRICES OF ESTABLISHED ROSES

Listed Price (Bare root) \$1.00	Established Price in 5-gal. Tins \$2.50
Listed Price (Bare root) \$1.25 & \$1.50	Established Price in 5-gal. Tins \$2.75
Listed Price (Bare root) \$2.00	Established Price in 5-gal. Tins \$3.50



Just a corner of our famous GARDEN OF 1000 ROSES, where hundreds of Roses, old and new, are being grown for trial and display. One of the many great attractions at California Flowerland.

**ANGELS MATEU. (Patented)** This variety has attracted much attention in our Display Garden, because of its luscious bright orange-rose color and its unusually large, full petalled blooms. Deliciously fragrant... **\$1.25**

**ANZAC.** A new rose of great vigor that will be a pleasure to have in your garden. Buds of fifty waxen petals, steeped in coral and washed with gold, that expand into perfectly formed blossoms of coral rose and gold. Excellent stems for cutting. .... **\$1.50**

**APRICOT QUEEN. (Patented)** 1940 All America Rose Selection. Orange and apricot at base of petals merging to salmon rose in the fully developed bloom, give a lovely combination of colors. The beautiful long pointed buds and fragrant open flowers, with well placed petals of great substance, are exceptionally long lasting. **\$1.25**

**CALEDONIA.** One of the most popular white roses, very large and double..... **\$1.00**

**CALIFORNIA. (Patented)** This is in every way the most sensational rose in our gardens. The large bushes that line our driveway are a constant source of amazement to visitors from all over the country. So freely does it bloom that it simply covers itself with great blooms of ruddy orange and gold. The petals are thick and lasting, and as a cut flower it is magnificent, whether in bud or open bloom. No other rose we know blooms so freely at one time, and still continuously produces quantities of long stemmed flowers even in winter. **\$1.50**

All America Winner, 1940

**CHARLOTTE ARMSTRONG. (Patented)** All America Award 1941. Long slender buds of blood red open into fine double flowers of brilliant red in cool weather, cherry rose in hot weather. The long stemmed blooms are ideal for cutting, because they open slowly, are beautiful until the last petals drop. Plant is strong, upright in growth, with luxurious, disease-resisting foliage, and extremely free flowering. We consider Charlotte Armstrong one of the finest roses ever introduced. .... **\$1.50**

**COMMANDO. (1945 Novelty)** A grand new rose that will win its way in any country. It has beautiful buds and full blooms a little like Louise Catherine Breslau, but more orange-buff and less pink, a charming color tone. The bushes are fine and strong. .... **\$1.50**

**CONDESA DE SASTAGO.** Brilliant two-toned rose, glowing orange scarlet inside and bright yellow on reverse side, heavily textured and fragrant. .... **\$1.00**

**CONTRAST. (Patented)** Beautifully formed flowers, vermilion scarlet inside, underside bronze gold. Color varies from vermilion to rich rose at different seasons, but it is always beautiful and fragrant. Upright, strong healthy bushes, free flowering. .... **\$1.00**

Color Illustration on page 15

**COUNTESS VANDAL.** One of the finest pink roses, long tapering buds of salmon pink and copper, open into large fragrant flowers of rose, salmon and gold. Long stemmed, keeps well. .... **\$1.25**

**CRIMSON GLORY. (Patented)** One of the best red roses, free flowering, vigorous. Large urn-shaped buds open to flowers of intensely vivid crimson, shaded deep red. .... **\$1.50**

**DAINTY BESS.** Single blush pink with crimson stamens; delicately beautiful, lasting. .... **\$1.00**

**DAME EDITH HELEN.** Full, large fragrant deep pink, one of the most beautiful roses grown. .... **\$1.00**

**DOUGLAS MacARTHUR.** Long, beautifully shaped buds on long stems open slowly into glorious flowers of rose, gold, and salmon. Has all the beauty of the old variety, Los Angeles, but the strong healthy bushes require no coddling, send up great quantities of shoots clothed with dark green foliage. A rose that will be with us for many years. .... **\$1.50**

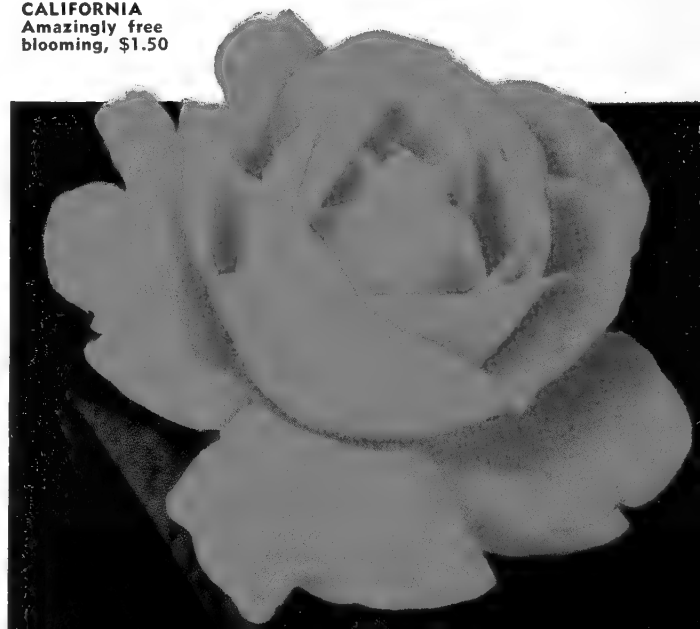
Color Illustration on page 13

**ECLIPSE. (Patented)** Long streamlined buds of golden yellow without any shading. A lovely graceful cut flower. .... **\$1.50**

**E. G. HILL.** One of the most popular red roses, free flowering, fragrant. .... **\$1.00**

**CALIFORNIA**  
Amazingly free  
blooming, \$1.50

CHARLOTTE  
ARMSTRONG, \$1.50





# ROSES

**ETERNAL YOUTH.** Perfectly formed buds and flowers of clear soft pink, distinct from any other pinks, spicily fragrant. One of the most charming for cutting. ....\$1.25

**ETOILE DE HOLLANDE.** The leading deep red rose, fragrant..\$1.00

**FRAU KARL DRUSCHKI.** The largest pure white rose. Vigorous, free flowering. ....\$1.00

**FRED EDMUNDS.** An amazing brilliant new color in roses. Beautiful long buds of richest burnt orange open to glorious blooms of glowing coppery orange, turning to apricot. Petals of velvety texture. In the garden, or in a vase, these flowers stand out vividly. ....\$2.00

Color Illustration on page 15

**GOOD NEWS.** If you want a bush that really performs, here is your rose. The plants have a splendid bushy habit, are healthy, and extremely free flowering. Buds of deep coppery pink open slowly to great blooms of shell pink with coppery center. ....\$1.50

**HEART'S DESIRE**  
\$1.50



**HADLEY.** One of the best reds, velvety texture, fragrant, fine buds. ....\$1.00

**HINRICH GAEDE.** One of the most brilliantly colored roses. Long pointed buds of orange vermillion, opening to large double flowers, on long wiry stems. Vigorous plants. ....\$1.00

**HORACE McFARLAND.** In our trial gardens, as 42-R-1, this has been an outstanding variety, practically always in bloom. The large, deep apricot buds open to beautifully formed rich salmon, spicily fragrant blooms. An exceptionally good grower. All America Award, 1944....\$2.00

Color Illustration on page 14

**KAISERIN AUGUSTA VICTORIA.** Pure white, shaded cream at center. Splendid form and foliage. ....\$1.00

**KATHERINE T. MARSHALL. (Patented)** This has been in our trial gardens for three years, has now received an All America award. It is just about the most vigorous grower of all the new roses, and is one of those good healthy bushes that never cause complaint. The great rich pink blooms and buds are produced on tall stiff stems, with leathery disease-free foliage...\$2.00

**GRANDE DUCHESSE CHARLOTTE.** A most interesting new color in roses, a morocco red seen in old tapestry. The beautiful long streamlined buds open into artistic flowers of lovely coral red. You will like this strong growing variety. ....\$1.50

Color Illustration on page 14

**HEART'S DESIRE.** A glorious new long-budded deep red rose, that is another of Mr. Fred Howard's notable successes. Heart's Desire has been outstanding in our trial gardens. Luminous deep red buds of lovely shape and size, broad petals of heavy texture. The full blown roses do not fade, but retain the rich color until petals drop. Full and double, on very long stems, they are ideal cut flowers with delightful rich fragrance. Bushes are vigorous, with handsome deep green foliage; disease resistant..\$1.50

**J. OTTO THILOW.** One of the best rose pink, beautifully formed...\$1.00

**LOS ANGELES.** Flame pink tone with coral and gold. Still one of the finest. ....\$1.00

**LOWELL THOMAS.** AARS Award 1944. Magnificent golden chrome flowers, shapely buds and dainty fragrance are outstanding qualities. The color holds well, and the bushes are good growers. ....\$2.00

Color Illustration on page 15

**MARY MARGARET McBRIDE. All America in 1944.** A most alluring, shining deep coral pink, suffused with gold at base of petals. The long firm buds open slowly with glowing, high centered blooms, with gracefully recurved petals. Vigorous plants. ....\$1.50

Color Illustration on page 15



**LULU, Beautiful buds, semi-double flowers, \$1.00**

**LULU.** Exquisite buds of coppery rose. Blooms freely. ....\$1.00

**MARY HART. (Patented)** Red Talisman, very fine, glowing red and orange. ..\$1.25

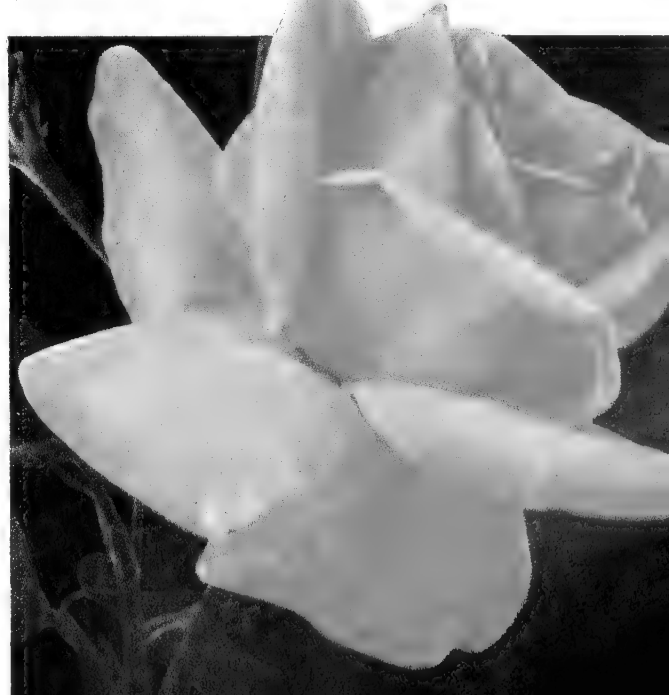
**McGREDY'S IVORY.** Large, high-centered ivory white. ....\$1.00

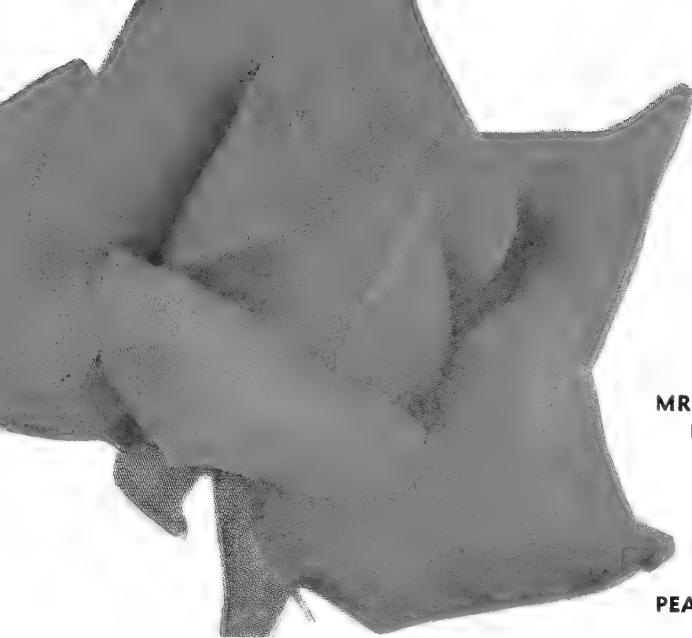
**McGREDY'S YELLOW.** Flowers soft but-tercup yellow, cup-shaped; foliage glossy bronze. ....\$1.00

**MME. CHIANG KAI-SHEK.** Perfectly chisled petals clasped in long spiral buds unfurl slowly, culminating in limpid light clear canary yellow flowers of perfect proportions. The rich rose perfume is a fragrance retrieved from the past, a haunting scent recalling the fragrance of China Tea Roses in forgotten gardens of long ago. The perfect form, delightful perfume, sheer elegance, and vigorous growth, combined with indefinable qualities that breeding alone can convey, depict the patrician in Mme Chiang Kai-Shek, the loveliest of all light yellow roses. All America Winner in 1944. ....\$2.00

Color Illustration on page 16

**DOUGLAS MacARTHUR**  
One of the best new roses  
\$1.50 (See page 12)

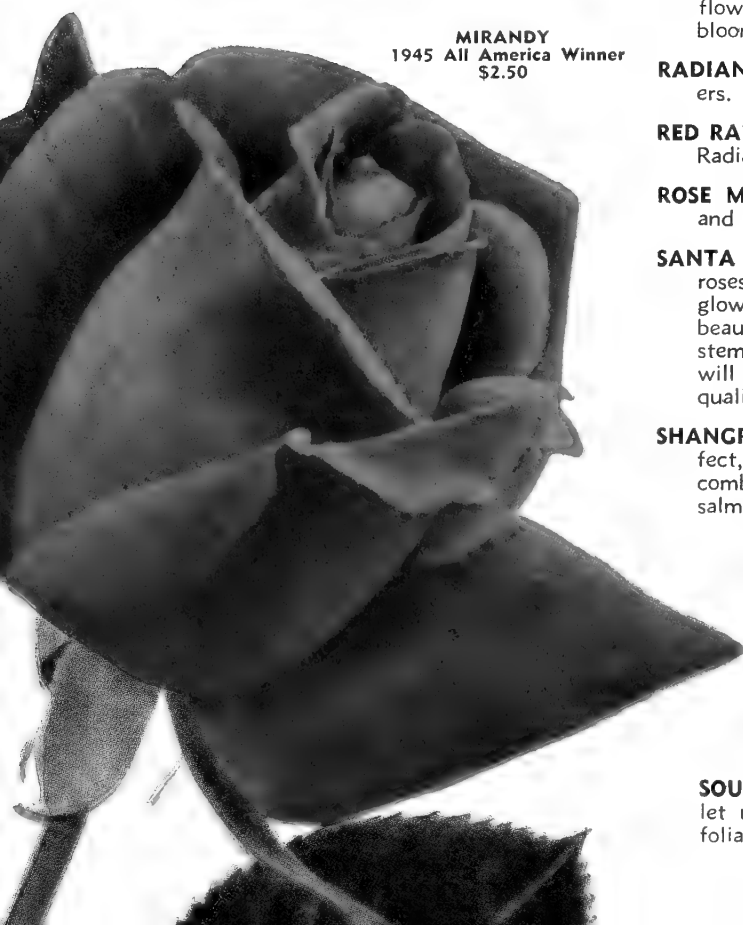




**GRANDE DUCHESSE CHARLOTTE**, A new color, \$1.50  
(See page 13)



**HORACE McFARLAND**  
1944 All America Winner, \$2.00



**MIRANDY**  
1945 All America Winner  
\$2.50

**MRS. E. P. THOM.** The best yellow bedding rose we have. Flowers deep yellow, nearly everblooming. ....\$1.00

**MRS. LOVELL SWISHER.** Delightful flesh pink flowers, shaded salmon; coppery salmon buds. ...\$1.00

**MRS. SAM McGREDY.** Dazzling coppery orange, flushed with scarlet. Magnificent in size and color; free flowering. ....\$1.00

**MRS. W. C. EGAN.** We know of no other pink rose that has such beautiful long buds, slender and pointed. They open into full, high-pointed large blooms of perfect symmetry. Especially fine in the fall. Bushes are healthy and strong growing, producing plenty of wonderful flowers for cutting. ....\$1.00

**PEARL HARBOR.** A plant of tremendous vigor that will grow and bloom freely under adverse conditions. The upper surface of the petals is delicate shell pink, golden bronze at base, and the reverse is Tyrian rose. The effective flowers are borne on extra long, practically thornless stems with excellent foliage. ....\$1.50

**PICTURE.** One of the very finest pink roses, nearly everblooming. Long, perfectly formed buds open to lovely salmon pink flowers, with undertone of orange. Fragrant, lasting; vigorous...\$1.00

**POINSETTIA. (Patented)** Most brilliant red, close to a Poinsettia scarlet, which does not fade. Long pointed buds, flowers are large and open, fine for cutting. Extra fine, tall slender bush...\$1.00

**PRESIDENT HERBERT HOOVER.** Flowers are a gorgeous combination of flame-scarlet, cerise pink and orange yellow; huge and fragrant, on very long stems. One of the strongest growers, most reliable, and free flowering. ....\$1.00

**PRESIDENT MACIA.** This very large, double pink rose is much admired in our Display Garden. Buds are clear pink, open flowers flesh pink with reverse of petals deep pink. Very beautiful cut flowers both in bud and full open bloom. ....\$1.00

**RADIANCE.** Bright carmine pink flowers. ....\$1.00

**RED RADIANCE.** Cerise-red counterpart of Radiance. ....\$1.00

**ROSE MARIE.** Clear rose pink; fine buds and flowers. Blooms constantly. ...\$1.00

**SANTA ANITA.** One of the finest pink roses we have grown. Color is rich true glowing rose-pink; flowers and buds beautifully shaped, on smooth strong stems. Fine bright green foliage. You will enjoy the lovely color and cutting qualities of this new rose. ....\$1.00

**SHANGRI-LA.** Long pointed buds are perfect, and upon opening show a rare combination of tints and shades; blush, salmon and rose delicately blended, yet clear and sparkling as dawn. Bushes are vigorous and produce plenty of flowers for cutting. ....\$1.50

**SIGNORA. (Patented)** Bright orange rose, heavy reflexed petals, long stemmed. Glossy foliage, vigorous tall habit of growth. ....\$1.25

**SOUTHPORT.** A splendid velvety scarlet rose, on a good bush with healthy foliage. One of the better reds. ....\$1.00

## 1945 All America Winner

**MIRANDY.** The first place winner in the two-year All America Rose Competition. It is a huge, 50-petalled deep velvety crimson flower, opening slowly from long ovoid buds, with rich, penetrating Damask fragrance. An exquisite cut flower, making a bouquet of unusual brilliance and rich color. ....\$2.50

(Illustrated below at left)



**PEARL HARBOR**  
Practically thornless, \$1.50

**TALISMAN.** Favorite rose and gold, fragrant; vigorous. ....\$1.00

**TEXAS CENTENNIAL. (Patented)** The Red Hoover. Brick red turning to cerise red with age. Free flowering, vigorous, like the Hoover. ....\$1.00

**THE DOCTOR.** A California introduction and an outstanding pink rose. Long, pointed buds open to enormous flowers of silvery pink, like a huge peony, uniform in color. Fragrant. ....\$1.00

**WILL ROGERS.** Deepest red with velvety blackish shadings, intensely fragrant, double. Of robust growth, free flowering. ....\$1.00

## MAIL ORDERS

Roses shipped by express, bare root, up to March 15 only. If wanted by mail, please add 10% for postage. (Minimum postage 25c)

Roses will be far short of the demand this year, and while we have an excellent stock of most varieties, some will undoubtedly be sold out early in the season. Please send in your order as early as possible, and indicate second choice, so that we may substitute if necessary.

# CLIMBING ROSES

The Everblooming Climbing Roses bring colorful year-around beauty to the gardens of California, on fences, arbors, pergolas and trellises.

Some of the newer roses have "sported" as climbers, greatly increasing the range of color and usefulness of Climbing Roses. The flowers are identical in form and color to those of the bush type of the same names. In the climbing form, however, even larger blooms and longer stems are produced, making even more beautiful displays, both in the garden and for cutting, than may be had from the bush roses.

**BELLE OF PORTUGAL.** Beautiful long buds of salmon flesh. Rampant grower, blooms early; one of California's most popular climbers. ....\$1.00

**CL. CECILE BRUNNER.** Perfect little pink flowers, spicy fragrance. ....\$1.00

**CL. CONDESA DE SASTAGO.** Bright copper rose, reverse of petals gold. Beautiful glossy foliage; vigorous; one of our leading climbers. ....\$1.00

**CL. COUNTESS VANDAL.** (Pat. No. 38) Beautiful coppery salmon, shapely buds and flowers. ....\$1.25

**CL. DAINTY BESS.** Fascinating single soft pink. ....\$1.00

**CL. ETOILE DE FEU.** Large full flowers, salmon pink and coral red. Bushy vigorous plant, bronze foliage. ....\$1.00

**CL. LOS ANGELES.** Flame pink, shaded with coral and gold. Grand as a climber, producing masses of lovely roses for cutting. ....\$1.00

**CL. LOUISE CATHERINE BRESLAU.** Coppery orange, very showy. ....\$1.00

**CL. MARY HART.** (Patented) Beautiful red sport of Talisman, one of our best climbers. ....\$1.25

**CL. MRS. E. P. THOM.** Golden yellow, perfectly formed. ....\$1.00

**CL. MRS. SAM MCGREDY.** (Patented) Copper orange, free flowering. ....\$1.25

**CL. PRESIDENT HERBERT HOOVER.** Rose, gold and red; vigorous. ....\$1.00

**CL. PICTURE.** One of the most beautifully formed pure pink roses, now available as a climber. ....\$2.00

**CL. ROSE MARIE.** Rose pink; fine the year around. ....\$1.00

**CL. TALISMAN.** One of the best of all climbers, pink and gold..\$1.00

**CL. TEXAS CENTENNIAL.** The climbing form of one of our most beautiful and popular bush roses. Big buds of brick red open to huge flowers of rose red and deep pink; more beautiful and longer stemmed than those of the bush form. ....\$1.50

**CL. VILLE DE PARIS.** One of the best yellows, splendid as a climber. ....\$1.00

**CL. WILL ROGERS.** Deepest velvety crimson, double, fragrant. ....\$1.50

**GOLD RUSH.** One of the best yellow climbers, rich gold, of perfect form and color. Glossy foliage. ....\$1.25

**INDIAN SUMMER.** (Patented) Glowing old gold, old rose and pink, remind one of the rose Autumn. Vigorous, free flowering, glossy foliage. Fragrant. ....\$1.50

**MERMAID.** Large single sulfur yellow, with amber stamens. Handsome glossy foliage. Unexcelled for trellis, arbor, fence or as a ground cover for banks and slopes. ....\$1.00

**MRS. PAUL J. HOWARD** (Patented) We consider this one of the finest climbing roses. Beautiful buds of deep, velvety red open to large full double flowers of lovely form, unfading rich crimson, with delicious fragrance. With its fine foliage and long stems, this is an ideal rose for cutting. ....\$1.50

**PAUL'S SCARLET CLIMBER.** Masses of brilliant red flowers. ....\$1.00

**WHITE BELLE OF PORTUGAL.** Like the popular Belle of Portugal, but flowers are creamy white. ....\$1.00

**CL. ETOILE DE HOLLANDE.** Every bit as good as the bush. Rich red. ....\$1.00

**CL. GOLDEN EMBLEM.** Deep yellow, one of the best. ....\$1.00

**CL. HADLEY.** Fragrant deep crimson...\$1.00

**CL. HEART'S DESIRE.** Sensational as a bush, this makes one of the grandest crimson climbers of all. You can cut plenty of long-stemmed beauties from it, too. ....\$2.00

**CL. J. OTTO THILOW.** One of the best pink roses. ....\$1.00

**CL. KAISERIN AUGUSTA VICTORIA.** Pearly white. ....\$1.00

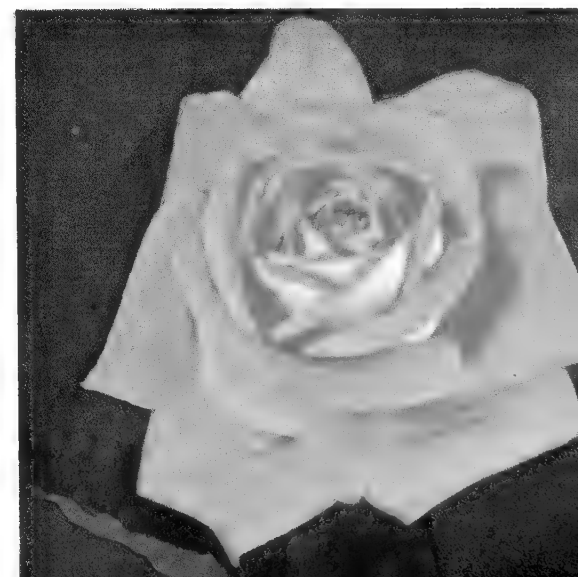


FRED EDMUNDS  
1943 All America Winner, \$2.00  
(See page 13)



LOWELL THOMAS  
1944 All America Award, \$2.00  
(See page 13)

CONTRAST, \$1.00



MARY MARGARET MCBRIDE  
1944 All America Winner, \$1.50. (See page 13)



## FLORIBUNDA ROSES

Fast becoming immensely popular, these splendid roses are most showy in the garden, and are prized for table decoration and floral arrangement. Use them in groups of 3, 5, or more, with shrubbery, to add splashes of color to the landscape, or plant them in beds for display and cut flowers.

**CECILE BRUNNER.** The Sweetheart Rose. Fragrant miniature salmon-pink flowers. ....\$1.00

**BABY CHATEAU.** Wonderful deep red, similar to World's Fair, but in some ways superior. Buds are velvety blackish crimson. Strong grower. ....\$1.00

**CAROL ANNE.** Lower growing than the others, this makes a lovely border or bed, with cup-shaped flowers of an unusual shade of salmon orange. ....\$1.00

**CROWN OF JEWELS.** One of our favorites, and one of the finest bedding roses grown. Plants are vigorous and bushy, with leathery foliage, and clusters of very double, cup-shaped blooms of lovely coral rose. Nearly everblooming, especially fine in Autumn, and marvellous for cutting, lasting longer than any rose we know. Plant in masses or in groups in the border or rose garden. ....\$1.00

**DAGMORE SPATH.** Like Improved Lafayette, but flowers are white, lightly shaded pink at edges. Fine. ....\$1.00

**FLORADORA.** Dazzling cinnebar color, with shades of scarlet and orange, the latest, brightest colored Floribunda. The buds and rosette-shaped flowers make delightful corsages and bouquets. Very strong, tall grower. It has been an outstanding attraction in our Trial Gardens, labelled 42-R-5, for its unique color and vigor. ....\$1.50

**IMPROVED LAFAYETTE.** Lovely, glowing red flowers in clusters, semi-double, open, fragrant. Vigorous bushy plant with soft green foliage....\$1.00

**MRS. R. M. FINCH.** This delightful little rose is a favorite for corsages and small vases and bowls. In form the flowers are like Cecile Brunner, but a richer pure rose pink. ....\$1.00

**PINK LAFAYETTE.** Clear pink flowers of medium size, long lasting. A dwarf bush, unexcelled for bedding and borders, and one of the most profuse and constant bloomers. ....\$1.00

**PINNOCHIO.** Exquisitely lovely, full petalled blooms of salmon pink, flushed with gold. Free and continuous bloomer. ....\$1.00



**FLORADORA**  
Very free flowering  
\$1.50

**ROSENEFFE.** Clusters of very double blooms, La France pink, on long strong stems. Vigorous bushy plants, with large leathery glossy foliage; nearly everblooming. A wonderful variety for cutting—we like it better than Cecile Brunner. ....\$1.00

**WHITE FINCH.** Splendid pure white, for display and cutting. ....\$1.00

**WORLD'S FAIR.** (Patented) Masses of blackish crimson flowers with golden stamens. ....\$1.00

Prices on bush and climbing roses are for strong, dormant (bare root) plants, available until March 15 only. For later planting see prices at top of page 12.

**MME. CHIANG KAI-SHEK**  
All America Winner, 1944  
Bush Rose, \$2.00; Tree Rose, \$4.50



## TREE ROSES

We prefer to send out our Tree Roses established in 5-gallon tins, beginning about March 15. They then transplant readily, in full growth, ready to bloom in April.

Price of these superior Tree Roses, established and staked, **\$4.50.**

For shipping by express, we will send out Tree Roses, Bare Root, during January and February only. For descriptions, see Bush Roses on preceding pages.

### RED ROSES

**Charlotte Armstrong**  
**Christopher Stone**

**Etoile de Hollande**  
**Heart's Desire**

**Texas Centennial**

### PINK SHADES

**Imperial Potentate.** Clear pink. Makes a perfect, symmetrical top, full of bloom.

**Picture**

**The Doctor**

**Dainty Bess**

**Los Angeles**

**SALMON TONES**

**Lulu**

**Mrs. Sam McGredy**

**California**  
**Mme. Chiang Kai-Shek**

**YELLOW AND GOLD**

**Eclipse**  
**Mrs. Pierre S. Dupont**

**Ville de Paris**

**President Herbert Hoover**

**MULTICOLOR**

**Signora**

**Talisman**

**WHITE**

**Kaiserin Augusta Victoria**

# California Flowerland CAMELLIAS

**ANITA.** A rare and most striking variegated variety. The medium sized flowers have four rows of broad petals with light pink background, and bold heavy stripes of deeper pink. 5-gallon tins, \$15.00.

**APPLEBLOSSOM.** A splendid variety as a landscape shrub, upright, shapely, with attractive leaves. The medium sized flowers are like wild roses, white suffused pink, with a delicate fragrance. 5-gallon tins, 2 to 3 ft., each \$5.50.

**BLOOD OF CHINA.** This Camellia of rare beauty is one of the most sought after varieties. The very large flower, of exquisite fully rounded form, is velvety, glowing, orange red, with the golden stamens showing in the center of the attractively waved petals. Foliage is dense, deep glossy green. 5-gallon tins, each \$12.50.

**CHANDLERI ELEGANS.** One of the most beautiful of all Camellias. Flowers, often seven inches across, are rose pink, lightly splashed with white, and beautifully displayed on the bushes against a background of large, richly glossy leaves. One of these great blooms, with tufted center, makes a luxurious corsage. Even the small plants produce quantities of bloom. Gallon tins, \$2.50; 5-gallon tins, 1½-2 ft., \$7.50.

**CHIFFON.** Established plants profusely produce attractive semi-double salmon pink blooms with golden centers. Vigorous compact grower. 5-gallon tins, 2½-3 ft., each \$7.50.

**C. M. HOVEY.** One of the largest flowered of all, the very double flowers are made up of large, rounded petals of bright scarlet, flecked with white. 5-gallon tins, each \$8.50.

**DUCHESS DE CAZE.** Peony type, of pleasing soft color, pink, sometimes marked with white. 5-gallon tins, each \$7.50.

**EMPRESS.** (Grandiflora Rosea) One of the largest flowered and most beautiful of all. The rich, deep rose pink blooms are semi-double, with large thick petals, the center stamens golden, often attractively tassled with rose colored petaloids. Reliable bloomer, even when young. Gallon tins, \$3.00; 5-gallon tins, \$10.00.

**FIMBRIATA.** One of the finest white Camellias, unique because the edges of each snowy petal are exquisitely fringed. Flowers are full double, perfectly symmetrical. 5-gallon tins, \$10.00.

**FINLANDIA.** An especially lovely large semi-double flower of pure snowy white with golden center. Of exquisitely delicate texture, it is yet of firm, lasting substance. Excellent grower. 1-gallon tins, each \$3.00.

**FRANCINE.** Exactly like Chandleri Elegans, except that it is not variegated with white. Very lovely. Gallon tins, \$2.75; 5-gallon tins, \$7.50.

**PINK STAR.** Always free flowering.

**JARVIS RED.** A very fine double bright red Camellia, little known on the Coast, but popular in the South. The great brilliance of the petals is enchaned by the bright yellow stamens. 5-gallon tins, each \$6.50.

**KUMASAKA.** Fanciers consider this the finest of the deep pink Camellias. The very large flowers are of rose form, with broad petals of deep rich rose color, fully double, with excellent keeping qualities. The tall, strong bushes are exceedingly free flowering. 5-gallon tins, 1½-2 ft., \$7.50; 2-3 ft., \$12.50.

**LOTUS.** Probably the most spectacular of all white Camellias, the huge flowers resemble great white water lilies, with large petals and golden center. Extremely free flowering; small plants should be disbudded to encourage growth. Large, distinctive foliage. Gallon tins, \$3.50; 5-gallon tins, \$10.00.

**MARCHIONESS OF EXETER.** The very large peony formed blooms of a delightful clear tone of salmon pink are made up of gracefully arranged petals. One of the very best in all respects. 5-gallon tins, 1½-2 ft., \$7.50.

**PINK PERFECTION.** The most popular and most widely planted, and a handsome, shapely shrub. The flowers are of medium size, very symmetrical in form, double, clear light pink. Gallon tins, \$1.75; 5-gallon tins, \$5.00.



**EMPRESS.** The largest, and one of the loveliest.

**PINK BALL.** The prize variety of all the lighter pink Camellias, this is simply exquisite. Soft La France pink in color, very large, with broad outer petals and high center of smaller petals, sometimes interspersed with golden stamens. There is nothing more lovely for a corsage or for florists' use. Very rare. Gallon tins, \$3.00; 5-gallon tins, 1½-2 ft., \$7.50.

**PINK STAR.** A wonderful, rare Camellia. It is impossible to describe the breathtaking beauty of this lovely flower, nor can a colored reproduction show the fine texture and remarkable substance of its petals, which are exquisitely arranged. It is such a rare clear color, so beautifully formed, so lasting, that it seems almost too lovely to be real. Gallon tins, \$3.00; 5-gallon tins, 1½-2 ft., \$7.50.

We have one of the finest collections of Camellia varieties in the West, many varieties and sizes of each of which we have too few to catalog.

Visit California Flowerland from December to April to see many rare Camellias in bloom.



**TRICOLOR SIEBOLDI.** Most spectacular striped.

**PRINCESS BACCIOCCHI.** Large peony formed blooms of rich velvety scarlet, contrasting brilliantly with the golden stamens which are interspersed with the petals. Gallon tins, \$2.75.

**PURITY.** The large flowers, double and symmetrical, are pure snowy white, sometimes showing golden stamens late in season. Fine corsage flower, and the most popular white Camellia. Gallon tins, \$2.00; 5-gallon tins, \$6.50.

**ROSITA.** Bright rose pink flowers, symmetrical and broad petalled. Strong vigorous bush of rapid growth, always producing perfect blooms; the latest of all to bloom. Gallon tins, \$1.75; 5-gallon tins, \$5.00.

**TRICOLOR SIEBOLDI.** (Wakanoura variegated) The lovely single flowers have thick, glistening petals of exquisite texture, pure white, marked and splashed with vivid red. Some of the flowers on the same bush may have a rosy background and red markings. This flower is much like some of those seen in old Chinese paintings. Bushes strong and upright. Gallon tins, \$2.00; 5-gallon tins, 1½-2 ft., \$6.50; 2-3 ft., \$8.50.

**WAKANOURA RED.** Exactly like Tricolor, but flowers are solid red, with golden anthers. Price the same as Tricolor.

Camellias are not difficult to grow, succeeding everywhere on the Pacific Coast except in desert and high mountain regions. Plant them as ornamental flowering shrubs in shade or semi-shade, using plenty of leaf mold or peat in the soil.

Do not plant Camellias too deep. Never should the stem be covered deeper than it was in the container or ball in which it was received. With good drainage and plenty of water during the summer, success is assured.

Lovely flowers, to use in bowls, or for corsages, will be produced even on small plants. If you do not have space in your garden, you will find great pleasure in growing Camellias in pots or tubs.





Large Cactus Dahlia, Sybil Adams, \$1.25

## CACTUS DAHLIAS

**ANDREAS HOFER.** Soft pink with creamy center. Medium size, true Cactus, popular for cutting. **75c**

**DION.** Beautiful bright yellow, lovely form and wiry stems, for easy flower arrangements. **\$1.25**

**DARLING.** Perfect little Cactus type flowers, bright pink with cream center. **75c**

**DIAMOND.** Lovely soft rose pink. **75c**

**JENNIE.** Deep flesh, tinted rose. **45c**

**MARKET GLORY.** Most attractive lavender pink. **75c**

**MME. JUSSIANT.** One of the prettiest true Cactus Dahlias, deep lavender, the large blooms resembling lavender lace. Long straight stems, exceptional keeping qualities. **75c**

**NAGEL'S ORANGE.** Very free flowering, vivid orange dahlia that has won many awards. **\$1.25**

**M. PIERRE LUNDEN.** Perfectly formed cactus dahlia of medium size, ideal for cutting, lovely rose pink. **75c**

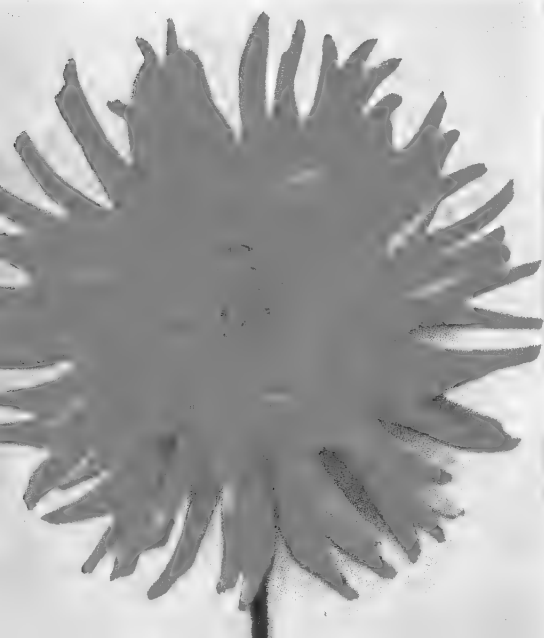
**NOCTURNO.** Vivid scarlet, medium large, excellent cut flower. **\$1.00**

**SYBIL ADAMS.** One of the finest of the larger cactus dahlias, lovely rose pink, on sturdy stems. Excellent grower and bloomer. **\$1.25**

## MAIL ORDERS

Tubers sent postpaid. We can not fill mail orders for less than \$1.50. Add 2½ % Sales Tax for shipment within California.

Cactus Dahlia, Nagel's Orange, \$1.25



# California Flowerland DAHLIAS

From hundreds of varieties of Dahlias, we have chosen for our list the outstanding sorts from world-wide sources. Included are many beautiful novelties of special merit and standard varieties that have proven best.

Few flowers return so much for the amount of money and time expended as Dahlias. They are easy to grow, prolific bloomers, and offer infinite variety of color and form.

Whether you grow Dahlias for garden decoration, exhibition or cut flowers in the home, or as a hobby, you will find many intriguing varieties in our list.

It is important that you plant only select tubers, in order to produce vigorous growing plants and perfect blossoms. Commercial growers recognize this fact and are extremely careful in the selection of the tubers they plant. Each year they discard many tubers which, although they would grow, would not give the best results. These discarded tubers are sometimes offered to amateur growers at very low prices,—it is therefore important that you know the tubers you plant are reliable. Paul J. Howard's tubers are from selected stock, strong, clean, and free from disease. Planting them insures you against much possible disappointment.

## QUANTITY RATE

Deduct 10% if you order 10 or more. (Except mixtures.)

## LARGE DECORATIVE DAHLIAS

**BLUE RIVER.** Unique and beautiful new color, blue French violet. Large, fine form and lovely cut flower. **\$1.25**

**A. GOODACRE.** Huge solid flowers of bright lemon yellow, each petal tipped with white; very showy. **\$1.25**

**HOLLYWOOD.** Rich pure gold in color, large, long-stemmed, delightful in form. One of the finest. **75c**

**HELLY BOUDEWIJN.** A lovely pure white Dahlia with broad, waxy petals, curved inward like a water lily. Flowers are medium sized, just right for flower arrangements, on long slender stems. Has captured prizes all over the world. **\$1.25**

**MRS. I. DE VER WARNER.** Popular glowing mauve pink. **45c**

**INKYO.** Very large informal decorative, deep red with blackish shading. **45c**

**JAE MAE LANE.** Perfectly formed pure white, on long straight stems. **45c**

**JANE COWL.** Massive blooms of bronze and old gold. **45c**

**JERSEY'S BEAUTY.** The most popular pink Dahlia. **45c**

**LELAND STANFORD.** Bright glowing red, large, with excellent stems for cutting. **60c**

**MAJOR EDWARD BOWES.** Lovely shell pink, most desirable for home decoration or exhibition. Broad petals, rounded at the tips. **75c**

**PINK GIANT.** Of wonderful size, form and habit, this is the finest Dahlia of its color, a beautiful clear rose pink; admired by all. **\$1.25**

**PAUL J. HOWARD.** Enormous bright yellow. This variety has been outstanding in our fields, carrying its flowers on towering stems. **\$1.00**

**RED VELVET.** Deep red petals have the texture of velvet. Large flowers, robust grower; excellent cut flower. **\$1.25**

**SONIA.** Magnificent wine red on straight upright stems. Wonderful keeper; comes as near to being perfect in every way as any Dahlia grown. **75c**

**SALBACH'S WHITE.** Favorite white, splendid as a cut flower. **60c**

## NEW SMALL DECORATIVE DAHLIA

**BALLEGO'S MINIATURE.** Of outstanding value for cutting, the color of this novelty is especially intriguing, pink tipped with gold. A real gem, with strong, wiry stems. **\$1.00**



Cactus Dahlia, Andreas Hofer, 75c

## SHOW DAHLIAS

These Dahlias are of medium size, prized for cutting, favorites because they have long wiry stems and flowers keep so long. Petal formation is like the Pompon, making large, rounded blooms.

**CLARA CLEMENS.** Striking deep crimson, each petal tipped white. Tall bushy plants, very free flowering. **\$1.25**

**GOLD MEDAL.** Deep gold with red tints. **75c**

**LA LOLITA.** Lovely soft pink. **75c**

**RICHARD WESTCOTT.** Rich golden yellow. **\$1.00**

**RUTH PAGE.** Fine pure white. **60c**

## DAHLIA MIXTURES FLOWERLAND SPECIAL MIXTURE

Tubers from the display of Dahlias in one of our large beds that thousands of visitors admired. All varieties, large and small (very few Pompons) Cactus and Decorative, are included in this grand assortment. All are named varieties, but unlabelled.

Special—6 for \$1.00

## DWARF DOUBLE DAHLIAS

As colorful as Zinnias, just as easy to grow, they bloom for a much longer season. For bedding or cutting.

Tubers—8 for \$1.00





Pompon Dahlias

## Pompon Dahlias

Fascinating small flowered Dahlias, valued as cut flowers for house decoration, particularly for the table. The pretty symmetrical ball-shaped flowers, in bright, clear colors, are produced on long stiff stems, and last a long time in water, without burning the stems. Plants are free flowering and make a fine display in the garden.

**ANNA VON SCHWERIN.** Small, perfect delicate pink. 75c

**AMY.** Pale lavender, white at base. 75c

**BRUNETTE.** Deep maroon, white tipped. 45c

**FASCINATION.** Nice lavender. 45c

**HELEN COHAN.** True pink, silver tipped. 60c

**JUDY.** An exceptionally fine new pure white variety. 75c

**MARY MUNNS.** Deep mauve. 45c

**NORA.** Good rich tan or buff color. 60c

**PENNY.** Finest deep yellow. 60c

**TOY.** Rose pink. 60c

**YELLOW GEM.** Bright yellow. 45c

**ALICE HAITT.** Rich red, prolific. 45c

Plant Dahlias from April 1st to July 15. Order early as possible, to avoid shortage at shipping time.



Large Decorative Dahlia, Paul J. Howard, \$1.00

# California Flowerland CARNATIONS

New in colorings, beautifully formed, entrancingly fragrant. Mammoth Carnations like the choicest displayed at exclusive florists' shops. You can grow these in your own garden, if you plant some of Paul J. Howard's marvellous new varieties.

**AVIATOR.** Prodigious in the quantities of huge white flowers, with deep crimson edges, stripes and blotches.

**BETSY.** Soft silky white, with dainty crimson picotee and rich clove fragrance; quaint and lovely. One of the freest flowering and most satisfactory of all.

**CANARY COTTAGE.** Sparkling yellow, clear and full of life. At times petals are faintly tinged with orchid at the edge.

**CARLOTTA.** Bright rose with coral sheen. The finest and freest blooming of the deep pink varieties.

**CIRRUS CLOUD.** The petals of pearly rose are traversed with streamers and pennants of rose and scarlet.

**DAWN.** Soft golden yellow, beautifully striped with wide bars of old rose.

**DAZZLER.** Intense scarlet, full rounded beautiful blooms.

**E. K. HARVEY.** Pure white, stained and marbled deep rose; intensely fragrant. One of the best garden varieties.

**GIANT LADDIE.** Lovely rich salmon pink with unusually large flowers on long strong stems. An Improved Laddie which has long been a favorite.

**MARCHIONESS OF HEADFORT.** One of the most beautiful novelties; its color pattern is similar to the variety Pelargonium, but the overlay is bright orange-red, on a creamy white ground.

**NAVAJO.** Golden buff shot with long arrows of golden scarlet. Very striking.

**PELARGONIUM.** Petals edged white, blocked and overlaid crimson maroon.

**PHARAOH.** Beautiful novelty Carnation, delicate orange, shaded pink, the tips of petals fringed scarlet. Large full flowers on strong stems; vigorous, free flowering plants with broad foliage.

**RADIOLITE.** Wonderful shade of red, not especially dark, in a flower that is beautiful and showy.

**RAJAH.** Yellow petals with bizarre bars and stripes of pure vermillion.

**ROYAL ROBE.** Rich purple, a regal flower of velvety texture.

**SPRINGTIME.** Fresh, clear, peachblossom pink; very lovely.

**SCARLET KING.** Sensational flowers with large petals of great substance, white blocked or overlaid with brilliant scarlet. The markings and form are the same as in the variety Pelargonium, but the color is more vivid.

**THELMA.** Very large, lovely salmon pink.

**TOPSY.** Glorious shade of dark red.

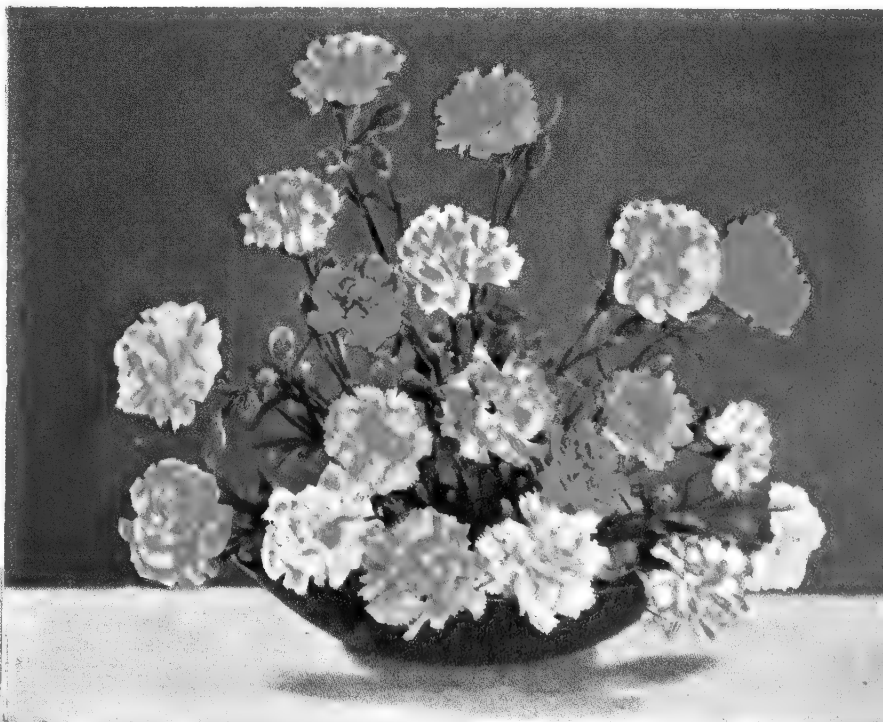
**UNIQUE.** Petals of satin-like texture are old rose, with threadlike lines of purple-carmine, both odd and striking.

**WANDA.** Rich deep crimson with scarlet glow; large, deeply fringed and intensely fragrant.

**WHITE CAMEO.** Glistening snowy white, of exquisite form and texture; fine grower, with long stems.

**Price of Carnations:** Extra fine, well rooted plants in 2½-inch pots. Each 50c; 10 for \$4.50

Carnation Plants will be ready from about February 15 on.



**CARNATION COLLECTION** 10 distinctly different named varieties, including fancy and self colors, each named, our selection **\$3.50**

Carnations shipped postpaid in California and Arizona. Express collect elsewhere. Add 25c to each order for packing.



Halloween

Rose of Denmark

Melody

Gypsy Queen

Mephisto

Fanfare

San Francisco

# California Flowerland FUCHSIAS

**AMY LYE.** Bears a profusion of single coral-orange blossoms with waxy white sepals. Strong compact plants, constantly in bloom.

**ANDRE LE NOTRE.** One of the largest doubles, with corolla of deep prune purple, and very full, broad crimson sepals.

**BLACK PRINCE.** One of the finer older fuchsias that bloom freely. Large single flowers with broad open petals of deep rosy pink, bright rose sepals.

**CALIFORNIA.** Bright orange flowers of good size, with coral pink sepals. Tall, vigorous, free flowering; shapely shrub.

**CATALINA.** Beautiful large double flowers of snowy white with long crimson sepals. A strong grower with fine foliage.

**MME. CARNOT.** Beautiful large full double flowers, with reflexed sepals of deep pink, and soft pink corolla.

**FANFARE.** Handsome tall shrub, with large, glossy deep green foliage. The showy tubular flowers are glistening Turkey red, with shapely pointed sepals and bright scarlet corolla. Free flowering, even in winter.

**FASCINATION.** Large showy double flowers in rosy pink tones, the thick petals soft rose pink, sepals deeper pink.

**GYPSY QUEEN.** One of the finest and showiest of all Fuchsias. Giant double flowers of rich rosy lavender, with sepals bright red. A tall, vigorous plant, grand for specimens.

**MELODY.** New, and already popular, because of its fine growth and charming new coloring. Flowers are large, single, perfectly shaped, in pastel tones of pale cyclamen purple with prettily recurved sepals of soft rose pink.

**MEPHISTO.** A grand shrub variety for the garden and for pots or tubs. Vigorous, with handsome foliage, free flowering over a long period. Small flowers in showy clusters, brilliant carmine, completely cover the plant.

**OTTO.** Remains popular because of the abundance of large purple and crimson flowers, and its beauty as a pot plant.

**PASADENA.** One of the best of the double red and white varieties, extremely free flowering, making a grand display on compact plants.

**PATTY EVANS.** New and beautiful double, with snowy white corolla and very long white sepals, tinted soft pink on the reverse side. Very tall and vigorous.

**PINK BALLOON.** Striking newer variety, producing large, deep pink balloon-shaped buds and very large flowers with double fluffy white corolla in profusion. Good upright grower.

**REITER'S GIANT.** Flowers are of immense size, often three inches across. The long double corolla is petunia purple, and the broad thick sepals are carmine. Vigorous plant with healthy foliage.

**ROSE OF DENMARK.** One of the daintiest of all. Small flowers with soft rose petals and waxy delicate blush sepals.

**THE CHIEF.** A giant double violet and carmine Fuchsia of great beauty. Sepals are brilliant carmine, and the thickly petalled corolla is deep rich violet. Showy plant of fine form and habit.

**VICTORY.** An outstanding new variety, the huge, semi-double blooms surpass anything in its color, in size and refinement. Recurved sepals are carmine; elegant corolla of solid rose madder, giving the effect of solid crimson self.

## AVE MARIA

### The Last Word in White Fuchsias

The nearest to an all white Fuchsia yet achieved, so faint is the pink flush at the base of the petals that the effect of the whole bloom is pure white. Unlike other whites, the plant has good vigor, is stiff, upright and branching. Plant it in a cool shady place, and be rewarded with a profusion of delicate, double blooms. \$1.50

**ANNA.** Striking novelty of intense color. The large double flowers are globular in form, the outer half of the petals is of strongest magenta, while the base of petals, the sepals and tube are intense carmine. Very vigorous, with rich foliage and fine habit. \$1.25

**COMMANDER.** The largest flowered Fuchsia in the world. The double plum purple flowers with red sepals are astounding. \$1.25

**PURPLE CRYSTAL.** We have selected this novelty as an outstanding variety, because of the unusual substance of the rich purple petals, which are thick and glistening, like an ice-plant. The rich red sepals are thick and glistening, too. A splendid new upright growing Fuchsia. \$1.25

**WINSTON CHURCHILL.** A newer variety and one of the finest ever introduced. It is the nearest to true blue of any of the double varieties,—corolla lovely lavender-blue, sepals red. Of splendid habit of growth, the shapely plants are just covered with bloom for a long season.

**PRICES:** All varieties except where noted, Extra large plants, full, ready to bloom, in 4-inch pots, each 75c; 3 for \$2.00.

(For shipping, we send out slightly smaller plants to compensate for cost of packing, and to lessen express cost.) You will be delighted with the plants you receive from Paul J. Howard's.

Specimens for display, in 6-inch pots, each \$2.00.

## Hanging Basket Fuchsias

Perhaps in no other way can the Fuchsia display all its color and beauty as well as when grown in hanging baskets or pots. We have hundreds of beautifully grown baskets on display during the flowering season. It is easy to grow your own, too, starting with 4-inch pots in early spring.

**BUTTERFLY.** Similar to Muriel, with magnificent wide flaring petals of brilliant rosy red; sepals crimson.

**CASCADE.** Favorite since its introduction. Of perfect weeping form, branches are covered with huge single flowers of exquisite pink, salmon and cerise.

**GAY SENORITA.** Most appropriately named is this charming flower with large, single, bell-shaped corolla of deep lilac, flushed rose, with a fine light line bordering each petal, like the edge of a dancer's skirt. The long pointed deep red sepals are distinctly waved and reflexed.

**HENRI POINCARÉ.** Large single flowers with long violet-blue corolla and bright red sepals. Very fine.

**HALLOWEEN.** Long pendant branches covered with lovely, huge single flowers, with light plum corollas and white, flushed pink sepals.

**MARINKA.** Almost self color, with rosy scarlet corolla and scarlet sepals.

**LINDISSIMA.** Probably the best large double flowered Fuchsia for baskets. The flowers resemble those of Gypsy Queen; the full double corolla is soft rosy lavender, the sepals rich rose.

**MRS. VICTOR REITER.** Beautiful bright green foliage, and flowers of pure crimson, with long slender sepals and tube of creamy white.

**MURIEL.** Perhaps our most showy basket Fuchsia, because of its amazing freedom of bloom and pleasing colors. See color plate. Excellent in the garden, too, if given slight support.

**NONPAREIL.** Very large, showy, semi-double flowers of rosy violet blue, with sepals of ivory white, are freely produced.

**SAN FRANCISCO.** Strong growing plants with gracefully arching branches and giant single glistening flowers, sepals and long thick tube bright rose, corolla geranium red.



MURIEL

PURPLE CRYSTAL



Fascination

Catalina

The Chief

Butterfly

Nonpareil

Mme. Carnot

Mrs. Victor Reiter

## California Flowerland

# TUBEROUS BEGONIAS

*Amazingly Improved Strains. Bear Immense Blooms of exciting forms, lovely colorings, and rich texture.*

### Double Camellia Type

The most popular form, with flowers of great size and firm substance, from five to eight inches across.

**American Beauty, Apricot, Cardinal Red, Crimson-Rose, Orange, Pink, Rose, Dark Salmon, Light Salmon, Scarlet, White, and Yellow.**

### Double Camellia Picotee Shades

Of the same beautiful form, with two-toned combinations of color with a definitely contrasting edge; exceedingly lovely.

**Apricot, Pink, Red, Rose, Salmon.**

### NEW RUFFLED CAMELLIA TYPE

Painstaking breeding has developed this new and excitingly beautiful form. The flowers are large and double, like the Camellia type, but the edges of the petals face out like a rose, and have daintily ruffled edges. These delightful flowers make exquisite corsages.

**Blush Salmon, Pink Salmon, Rose, White.**

### Giant Single Type

Perhaps the showiest of all for bedding; flowers of astonishing size face upward on strong stems, displaying a sheet of color.

**Red, Salmon, Yellow, Pink, and White.**

### Single Frilled Type

Exquisite large flowers, beautifully frilled and ruffled at edges.

**Yellow, Orange, White, Pink, Scarlet, Apricot, Salmon, Dark Red.**

### Hanging Basket Begonias

LLOYDI

One of the most attractive types; their hanging habit, with great masses of bloom, makes them favorite decorations for terraces or sun porches, in hanging baskets or pots. Flowers are **Deep Pink, White, Salmon, Red, Orange, Yellow.**

**PRICES:** Large Tubers (February to May)  
or plants in plant band pots (April  
to July) .....

**3 for \$1.00**  
**Dozen \$3.50**  
**100 for \$29.00**  
POSTPAID

Larger plants in pots (for local delivery only) priced from 50c to \$3.50 each.

*Plant Tuberous Begonias in a light porous soil mixture, composed of leaf mold and sandy loam, enriched with well rotted manure. Keep them moist at all times, using fine overhead spray during warm weather. Feed them commercial fertilizer as soon as they have become established, and again when in full bloom. Do not put fertilizer in direct contact with the stems.*

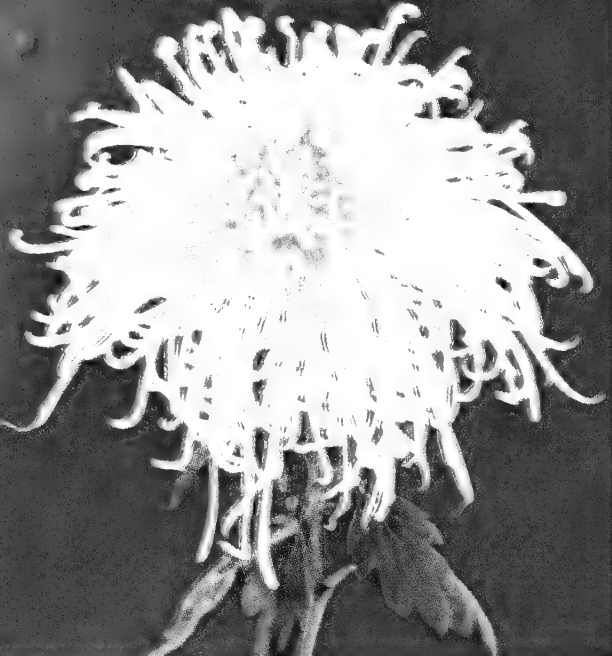
## Floral Display

One of California Flowerland's most spectacular events. Tens of thousands of plants of Tuberous Begonias and Fuchsias in full bloom from June into fall, make a never-to-be-forgotten spectacle. Potted specimens, jeweled plants in pots and hanging baskets, attract visitors from everywhere. You will find lovely specimens and potted plants to beautify your own garden.

Grow some of these gorgeous flowers in pots or in the garden for richly beautiful table decorations and corsages. Order a selection now.







Three Charming Feathery Chrysanthemums: **SILVER LACE**, **J. C. TAGGART**, **PEGGY ANN HOOVER**. Each 35c. Three for \$1.00.

## California Flowerland **CHRYSANTHEMUMS**

All of the plants we grow are selected, named varieties, each one we consider the most satisfactory of its color. Order by type and color; the plants we send will be correctly named. Plants are thrifty, pot grown, ready in April. May and June are the best planting months.

*All Prices on Chrysanthemums are Postpaid*

### Exhibition Chrysanthemums

The largest flowered type, magnificent when disbudded, allowing 2 to 4 flowers to each plant. Colors: White, Pink, Rose, Purple, Bronze and Yellow.

Each 35c; 10 for \$3.15; \$25.00 per 100

### Large Chrysanthemums

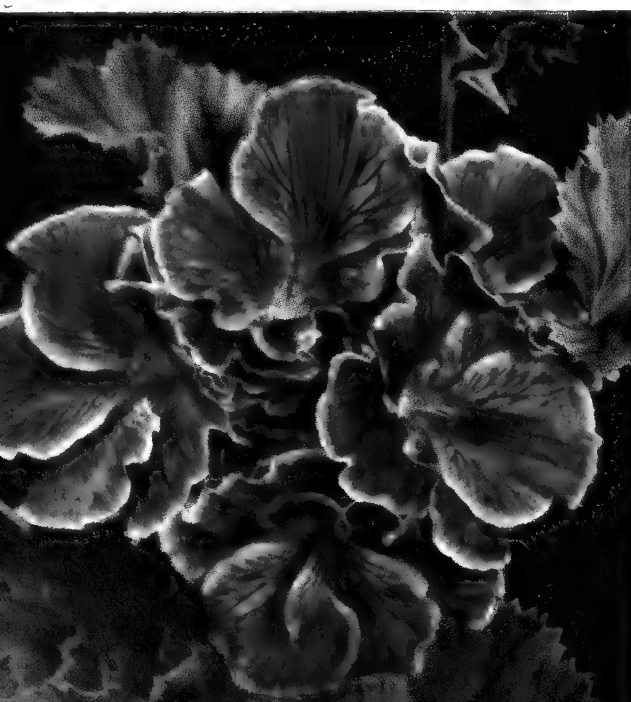
For long stemmed cut flowers in the home. They are full, rounded, beautifully formed. Colors: White, Pink, Rose, Mauve, Light Yellow, Deep Yellow, Red, Light Bronze, Deep Bronze.

Each 25c; 10 for \$2.00; \$18.00 per 100

### MAIL ORDERS

For Pelargoniums will be filled postpaid with strong plants from slightly smaller pots. See page 23 for other Geraniums.

**EMPRESS OF RUSSIA**, the velvet flowered Pelargonium.



### Feathery and Spidery Types

Strikingly beautiful and interesting, with their curiously formed petals, they make unique, graceful and artistic decorations in vases and baskets. Colors: White, Purple, Pink, Yellow, Rose, Red, Mauve, and Bronze.

Each 35c; 10 for \$3.15; \$25.00 per 100

### Single Chrysanthemums

One or more rows of petals, handsome daisy-like blooms. Graceful in sprays, or they may be disbudded. Some of these should be in all collections. All popular colors and shades.

Each 25c; 10 for \$2.00; \$18.00 per 100

### Anemone Chrysanthemums

Two or more rows of petals surround a cushion center of contrasting color. White, Pink, Bronze, Yellow, Red.

Each 25c; 10 for \$2.00; \$18.00 per 100

### Pompon and Button Types

Pompons grow in sprays, and may be disbudded for larger flowers, or for pot plants. The Button type has small, tight-petalled flowers. Specify type desired. Colors: White, Pink, Rose, Lavender, Red-Bronze, Red, Yellow, Bronze.

Each 25c; 10 for \$2.00; 100 for \$18.00

## California Flowerland **FINE PELARGONIUMS**

Known as Martha Washington Geraniums, they are among our showiest and most satisfactory summer and autumn flowering plants. Easily grown, they rival azaleas in form and gorgeous coloring.

**Each variety we list we consider the best of its color class**, selected for freedom and size of bloom, and compact habit of growth.

**ANDENKEN AN LONDON.** Bright scarlet, with deeper blotches on upper petals, lighted by a white throat.

**ANNA RUDLOFF.** Deep red with orange sheen; large rounded flowers with wavy petals, very showy.

**AZALEA.** Well named; flowers are large, ruffled, and have the texture and rich coloring of azaleas. A splendid pot plant variety.

**BEVERLY HILLS.** Finest lavender or orchid variety, uniform in color; the flowers very large and ruffled.

**DIENER'S GIANT.** One of the largest flowered varieties, rich salmon pink with two bright blotches. Fine for bedding.

**EMPRESS OF RUSSIA.** Richest and deepest color of all—the large flowers have velvety black maroon center, rose maroon margin, with a distinct white edge. **Each \$1.00.**

**GRANDMA FISCHER.** Glowing rich salmon with dark blotch, very large flowers with wavy petals.

**KATE BORNEMAN.** Dainty salmon pink petals on white ground, brilliantly blotched crimson.

**MARIE ROBER.** A sensational novelty, solid purple magenta to black. For an exquisite table decoration, try an arrangement of these flowers with the white variety, Mrs. Mary Bard. **Each \$1.00.**

**MRS. MARY BARD.** When plants of this wonderful variety are full of bloom, the flowers are effectively pure white. The large ruffled flowers have a faint feathering of amaranth.

**PRIDE OF QUEDLINBURG.** One of the largest flowered of all, and exceptionally free flowering. Shades of light to dark salmon, upper petals scarlet-crimson.

**SANTA MONICA.** Almost a self colored rich rose pink, the upper petals having carmine blotches.

**SUE JARRETT.** Pink, shaded salmon, with darker upper petals, attractively marked with crimson. One of the largest and best.

**PRICE of all varieties, except as noted, extra large 4-inch pot plants, each 75c; 3 for \$2.00.**

# California Flowerland GERANIUMS

Geraniums are indispensable in California gardens, and add alluring color to almost any type of architecture. They are finding wider use than ever, in beds, borders, and as specimens in ornamental pots. Our California Flowerland collection of Geraniums includes the newest and finest varieties, superior pot grown plants.

Besides the sizes listed, we have beautifully grown specimens in full bloom, for patio and garden decoration. Prices quoted on request.

## Improved Single Flowered Geraniums

**ALICE OF VINCENNES.** The blending of color in this variety is very striking. Pure white at center, shading through deep rose to bright red at the edges.

**BEAUTY OF CHATSWORTH.** A Paul J. Howard introduction, and one of the finest geraniums grown, perfect for large pot specimens, as it blooms continuously and always shows color. Fine foliage, and huge clusters of large florets of a lovely rich shade of cherry rose.

**CARMEL.** A charming new Geranium, single white, each petal daintily pencilled warm pink at edges. Fine trusses, full of bloom. Each \$1.00

**JOHN FORBES.** The favorite bright scarlet, single.

**L'AUBE.** The finest of all pure white, single Geraniums, with golden stamens; a beautiful pot plant.

**MAXIME KOVALESKY.** Brilliant orange red, almost a true orange, very striking, with handsome foliage; vigorous plant.

**MRS. E. G. HILL.** An exquisite shade of light salmon pink, does not fade in the sun; very fine.

**SUSAN LEEPRE.** A glowing shade of salmon with golden orange suffusion; a very beautiful single Geranium, and a robust, compact grower.

## Double and Semi-Double Varieties

**CALIFORNIA PINK GIANT.** Enormous trusses of huge double flowers, each floret like a small pink rose; clear pink.

**MADONNA.** Finest pure white, double.

**MEMORIES.** Entirely new and lovely color. Semi-double blooms are clear, soft lilac-pink. Glossy foliage; wonderful pot plant. Each \$1.00

**MISSOURI.** One of the finest and most popular, bearing immense trusses of large double flowers of bright scarlet; very free flowering.

**PRIDE OF CAMDEN.** Deep crimson, full double.

**RADIO.** Rich velvety red flowers; a fine pot plant.

## Scented Geraniums

Old-fashioned garden favorites, grown for the spicy fragrance of their foliage, used for scenting linens, etc.

**ROSE GERANIUM.** Popular for the sweet fragrance of its deeply lobed, skeleton-like leaves, which are used for flavoring and for perfuming linens. Each \$1.00

**PEPPERMINT GERANIUM.** Beautiful plants with large soft silky leaves, deeply lobed and peppermint scented. Each \$1.00

## IVY LEAVED GERANIUMS

The Ivy Leaved Geraniums are especially desirable for covering banks, hillsides and parkways, because of their trailing or climbing habit of growth, and their bright shiny green foliage. They are attractive for window boxes and hanging baskets also, and are among our most satisfactory plants for seaside planting.

**CHARLES TURNER.** The most popular and finest rose pink; of luxuriant growth, very free flowering.

**COMMANDER BYRD.** Beautiful rosy purple, large double flowers. Especially effective.

**ETINCELANT.** Intense orange scarlet; very showy for parkway planting, baskets and pots.

**LAVENDER.** Plants of trailing habit, with smaller leaves than those of most varieties, very glossy; lavender flowers.

**WHITE.** Pure white, with faint lavender stripe.

**PRICE of Ivy Geraniums:** In plant band pots, dozen 75c; \$5.00 per 100.

**PRICE OF ALL GERANIUMS,** except as noted: 4-inch pots, each 50c; 10 for \$4.50. Mail Orders filled postpaid with plants from slightly smaller pots. (Except Ivy Geraniums in plant band pots, which go Express, collect).

## Paul J. Howard's BEDDING PLANTS

### *In Our Wonderful New Plant Band Pots*

#### Easy to Plant

Plant Band Pots save you time and effort. You don't have to plant them all at once, either. Plant Band Pots protect the roots from drying or injury. Space them in the beds and plant as desired.

Simply slit up one corner of the band with a knife; see how readily it slips off.

Notice the active root system, ready to reach out into your prepared soil.

Best of all, after planting, notice their quicker response, stronger growth, and superior blooming qualities.

Never again will you want to bother with ordinary flat-grown plants.

Our finer strains of Bedding Plants are again available in Plant Band Pots.

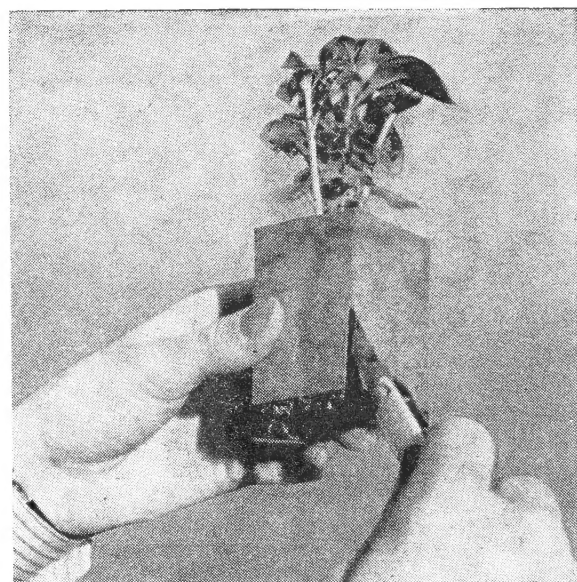
#### Plants in Plant Band Pots are Stronger

Each has its own root system, not tangled up with others as are flat grown plants.

Plant band pots hold more soil than 2 1/4 inch pots; each plant has an equal amount of soil and fertilizer, giving each one an equal start. They are more fully developed when you plant them, will start growing in your garden right away, and come into bloom sooner.

Plants in Plant Band Pots Save You Money, because no roots are damaged in transplanting, therefore losses are out.

**PRICES:** Most varieties listed on Flower Seed pages, and many Vegetables. 25 for 95c \$3.50 per 100 (Dozen 50c)



#### WE ARE AS NEAR AS YOUR TELEPHONE.

When you want some bedding plants, fertilizers, spray materials, seeds, or anything else for your garden, and are unable to drive out to California Flowerland, just pick up your phone and call

**ASHLEY 4-2951, ARIZONA 31171, or Santa Monica 4-2755**

and ask for a salesman.

No charge for delivery in metropolitan area, on orders of \$5.00 and more.

#### MAIL ORDERS

We ship plants in plant band pots by express, carriage charges collect. Because the roots are so well developed and protected, safe delivery is assured.

We cannot fill orders for plants for less than \$1.50.



# FRUIT TREES

## Berries • Grapes • Nuts Vegetables for the Home Garden

### AVOCADOS

The luxury fruit, available to nearly all Southern California gardens. Plant two or more varieties, to have fruit all year.  
5 to 6 ft. trees, \$6.00.

VARIETY	COLOR	SIZE	SKIN	COLD TOLERANCE	SEASON	AREA ADAPTATION
Benedict	Black	6-8 oz.	Thin	19 degrees	Sept.-Oct.	3
Duke	Green	8-12 oz.	Thin	20 degrees	Sept.-Nov.	2, 3
Edranol	Green	11-12 oz.	Leathery	28 degrees	April-Aug.	1, 2
Fuerte	Green	8-16 oz.	Leathery	24 degrees	Jan.-May	1, 2
Hellen	Green	12-18 oz.	Leathery	26 degrees	July-Sept.	1, 2
Nabal	Green	16-20 oz.	Thick	29 degrees	June-Sept.	1, 2
Nowels	Green	8-10 oz.	Leathery	24 degrees	Oct.-Dec.	1, 2
Ryan	Green	10-14 oz.	Leathery	24 degrees	May-Aug.	1, 2

NOTE: Numbers in Area Adaptation column refer to number of the district listed below.

1. **Coastal Belt.** Near Coast from Santa Barbara, Santa Monica, and South Coast area.
2. **Intermediate Zone.** From Beverly Hills east, along Foothills, Westwood, Palms, Inglewood, Los Angeles.
3. **Interior.** San Fernando Valley, Riverside.

### Deciduous Fruit & Nut Trees

Available Bare Root, January to March 15.  
Plant early for best results.

PRICE OF ALL VARIETIES, \$1.50 each (except where noted).

**ALMONDS.** Plant two varieties for pollenization. Non-pareil and Texas Prolific.

**APPLES.** Winter Banana, fine coastal variety; Red Delicious; Siberian Crabapple.

**APRICOTS.** Newcastle, earliest; Royal; Blenheim, largest fruit; Tilton, later.

**FIGS.** Black Mission; Brown Turkey; Kadota; White Adriatic.

**NECTARINE.** Stanwick, white; Gower, yellow.

**PEACHES.** Listed in order of ripening: Babcock; Early Elberta; J. H. Hale; Elberta; Rio Oso Gem.

**PLUMS.** Santa Rosa and Satsuma.

**PRUNE.** French Improved.

**POMEGRANATE.** Wonderful.

**WALNUTS.** Eureka and Placentia. Each \$2.50.

### Grapes • Berries

#### GRAPES—Eastern Varieties

CONCORD, blue; NIAGARA, white. Each 50c; 10 for \$4.50.

**FREDONIA.** The new grape, becoming most popular in the East, same color and flavor as Concord, but larger and 10 days earlier. Each 75c; 3 for \$2.00; 10 for \$6.00.

#### GRAPES—Western Sweet

Each 35c; 10 for \$3.00; 100 for \$20.00  
MALAGA; RED MALAGA; MUSCAT; TOKAY; THOMPSON SEEDLESS; RIBIER; RISH BABA (Ladyfinger).

#### BERRIES

**BLACKBERRY.** Cameron. Large, round, tender; distinct flavor. Each 50c; 10 for \$4.00.

Crandall and Himalaya. Each 25c; 10 for \$2.25.

**BOYSENBERRY.** Each 25c; 10 for \$2.00.

**BOYSENBERRY, THORNLESS.** Each 35c; 10 for \$3.00.

**LOGANBERRY, THORNLESS.** Each 35c; 10 for \$3.00.

**RASPBERRY.** Cuthbert, Red; Sodus, Purple; and Munger, Black. Each 25c; 10 for \$2.25.

#### STRAWBERRIES

Blackmore, Carolina, Dorsett, and Klondyke are leading commercial varieties.

**GEM EVERBEARING.** Has the longest bearing season of any of the varieties that produce runners, giving a good crop in fall when others are through bearing. Price of above: 25 for \$1.25; 100 for \$4.00

#### ROCKHILL STRAWBERRY

Finest everbearing strawberry, large, brilliant red, deliciously flavored, with the fragrant tang of wild strawberries. Because they produce no runners, they never become crowded, and you do not continuously have to cut them back to make them produce. This lack of runners also makes these berries ideal for borders or for strawberry jars.

We offer genuine Rockhill runnerless strawberry plants in 3-inch pots, ready for immediate production. 3 for \$1.00; Dozen \$3.50; 100 for \$25.00

**ASPARAGUS.** Mary Washington and Paradise. 25 for \$1.25; \$3.50 per 100.

**RHUBARB.** Cherry and Strawberry. 3 for \$1.25; 10 for \$3.00.

**ARTICHOKE.** Green Globe. Each 35c; Dozen \$3.50.

### Citrus Fruits

All 2-year old, vigorous, balled Trees.

**ORANGES.** Washington Navel and Valencia. Ruby Blood Orange

**LEMONS.** Eureka. Pink Fleshed Lemon and Meyer.

**GRAPEFRUIT.** Marsh Seedless.

**TANGERINES.** Tangelos, Limes and Kumquats.

Price of above Citrus Trees, each \$5.00.

#### DWARF CITRUS

Bush type, both useful and ornamental.

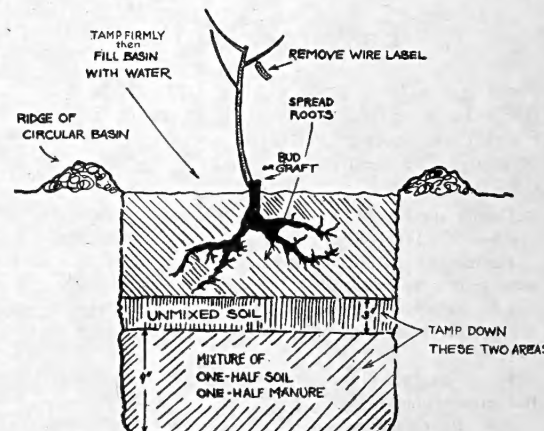
**MEYER LEMON.** Gallon tins, 85c; balled, or 5-gallon tins, 1-1½ ft., each \$3.50; 1½-2 ft., each \$5.00.

**RANGPUR LIME.** Gallon tins, 85c; 5-gallon tins, each \$3.50.

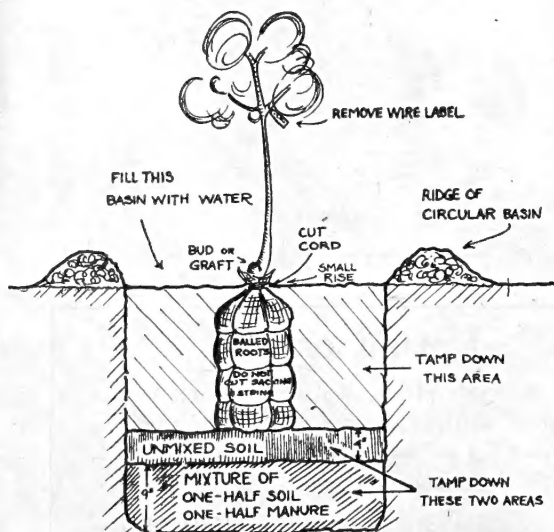
#### SUBTROPICAL FRUITS

**WHITE SAPOTE.** Strong budded trees. Each \$6.00

**CHERIMOYA.** Budded varieties. Each \$6.00



How to plant a Bare-root Tree or Rose Bush.

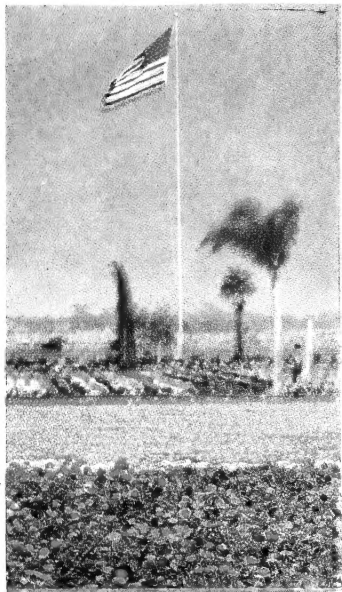


How to plant a Balled Tree or Shrub.

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*W*E BELIEVE in America and all for which it stands.

*We believe in Americans, in happy, peaceful gardens.*

*We believe in America and its sacrifice to bring peace to all.*

*We believe that crops of fruit, vegetables and flowers bring the health and happiness and sustenance that come from working in the earth, and in the staunch morale which these things inculcate in the heart.*

*We believe in fighting where and when we have to for peace.*

*We believe in fun, joy and laughter where and when we can find it, in Garden and in Home.*

*Every Tree — every Plant — every Seed adds to the life and resources of man.*

*Let's Garden. Let's fight for peace in it.*

•  
PAUL J. HOWARD

## PAUL J. HOWARD'S New Hybrid Gerberas

These single Gerberas, or Transvaal Daisies, have a grace and charm all their own, as garden clumps or as cut flowers. We have developed a strain that we believe is beyond compare in size of flower, form, and color range. Very long, graceful petals surround the center disc, which is small and often of contrasting shade. The color range includes rich crimson, deep rose, scarlet and orange, and delicate pastel shades of cream, yellow, pink, salmon and white.

Large balled, blooming plants, each 75c; 10 for \$6.75 (not postpaid.)

Strong divisions (will bloom soon) each 35c; 10 for \$3.15, postpaid.

**PAUL J. HOWARD'S CALIFORNIA FLOWERLAND**  
**11700 National Boulevard • Los Angeles 34, Calif.**

TELEPHONES

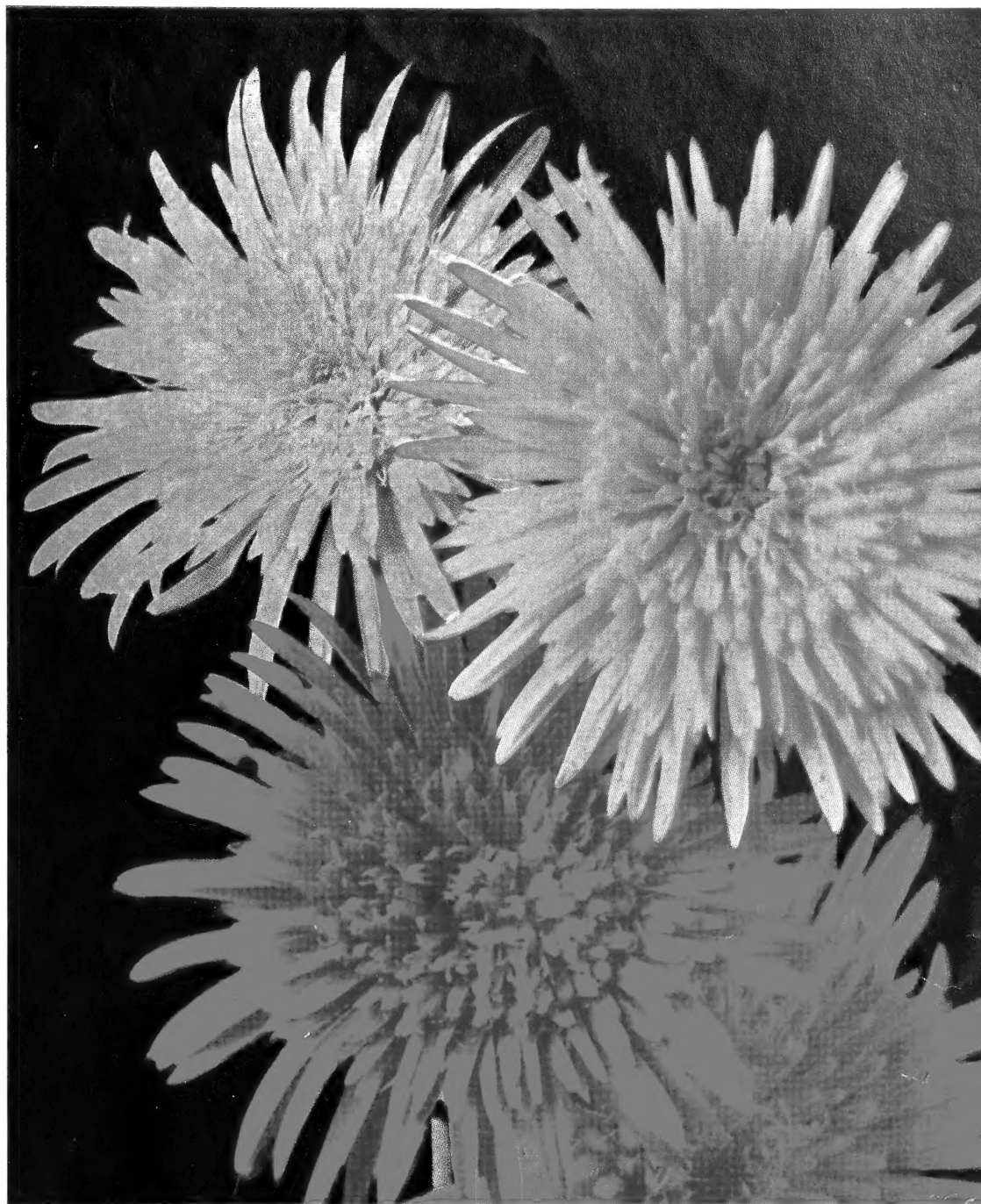
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ARIZONA 3-1171

Santa Monica 4-2755

# TRANSVAAL DAISIES

GERBERAS



The set of new Double Transvaal Daisies that we offer is a great advancement over previous double strains. They are exceptionally long lasting as cutflowers.

## NEW DOUBLE TRANSVAAL DAISIES

A splendid strain of these lovely flowers, the result of much painstaking selection. Petal formation is artistic, graduating from long slender outer petals to shorter ones in the center, forming a double flower of lovely proportion, on long strong stems. Nearly everblooming.

### FOUR COLOR SELECTIONS:

DIABLO. Glowing Red.

MARQUITA. Golden Yellow Shades.

LA COLONDRINA. Rich Orange.

LA PALOMA. Salmon Rose.

Strong blooming size divisions, each 75c; 10 for \$6.75, postpaid.



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